

Yachats Area Chamber of Commerce Visitors Center Operating Proposal 2012



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keller

Please find attached the proposal from the Yachats Area Chamber of Commerce for the management of the Yachats Visitors Center for the year 2012.

The city's request for proposals states that the Yachats Visitors Center has the two-fold purpose of attracting visitors to Yachats and providing information to visitors once they are here. Through its management of the Visitors Center, the Chamber's efforts to attract and to serve potential and actual visitors will continue to include the following:

- friendly on site customer service
- maintaining a comprehensive stock of current local brochures and information resources, as well as key regional and state of Oregon travel guides, maps and magazines
- responding via email and mail to
 - (a) individual requests for information
 - (b) travel interest leads from OCVA, and
 - (c) leads generated by a variety of promotional efforts
- developing, producing, and updating the Yachats brochure and distributing it statewide
- developing, producing, updating and distributing other promotional Yachats print and digital materials, including the Yachats Area Lodging Guide. (Note: The redesigned lodging guide now coordinates with the business map in the Chamber-funded and redesigned Yachats Walking Guide, which features shopping, dining and annual events.)

Incorporating the Yachats Coordinated Marketing Plan

In addition, the Chamber will observe the mission, vision, and objectives of the Yachats Coordinated Marketing Plan and the City of Yachats in its management of the Visitor Center and in setting project priorities. The Chamber has worked closely with the City of Yachats and local business and nonprofit representatives during this past year to help develop this coordinated plan aimed at increasing lodging occupancy and other local business activity in this challenging economy.

Two of the tourism development projects promised in this marketing plan fall directly under Visitor Center and Visitor

Center/GoYachats coordination. The first project is a subject-targeted volunteer training series (including hiking, fishing, beachcombing, tide pooling, history, etc,) that will expand current training of volunteers and be open to front desk staff throughout the village. The second project is to develop and provide an events calendar and area attractions package for local residents that aims to tap into the Visiting Family and Friends (VFF) market. This market represents 34% of the coast's overnight travel market, according to a 2010 study by Longwoods Travel, USA, commissioned by the Oregon Tourism Commission.

Operation of the Visitors Center and the promotion of our unique vacation destination would not be possible without the return of room tax revenue to support the Visitors Center and Yachats promotional activities. The Chamber looks forward to continuing its dedicated service to the Yachats Visitors Center and to helping develop stronger communication and sustainable, coordinated marketing goals with the City of Yachats.

The Yachats Area Chamber of Commerce is an involved and dedicated membership based organization of the Yachats community. Our members are mainly composed of Yachats area business owners but also include private individuals and nonprofit organizations that recognize the value of the Chamber in our community. Our bylaws state that our purpose is to promote the commercial, environmental and general welfare of the city and the surrounding area. We take our purpose and the interdependence of these factors very seriously. As people with vested interests in the economic health of our area, we are committed to ensuring that Yachats remain a visitor destination that is welcoming, friendly and attractive, and to improve upon its desirability. As area residents, we are committed to ensuring that Yachats remain a pleasant, healthy and vibrant place to live.

We thank you in advance for considering our operating proposal as presented and will be available for any questions that you may have.

Sincerely,

David Locke, President

Wendy Rush, Secretary

Proposal Explanations

Promotion

This includes designing, updating and printing Yachats promotional brochures, lodging lists, and other informational materials; updating information about the Yachats area for travel publications and web sites and regional media opportunities; postage for mailing Yachats color brochures to Oregon visitor and welcome centers, and visitor packets to individuals and groups who solicit information; regional tourism agency membership fees; and use of telecommunication lines.

This coming year, the Yachats Visitors Center will update and develop its email database for a new online quarterly newsletter that will be sent to several thousand Travel Oregon advertising referrals (gained from previous years advertising) and to former visitors who have expressed interest in receiving periodic updates from Yachats.

Yachats promotional materials will be professionally designed and approved by the Chamber's board of directors. The Yachats Area Lodging Guide was updated and redesigned in 2011, in coordination with the Chamber-funded Yachats Walking Guide. The Yachats color brochure will be updated and redesigned during this coming year.

The Yachats color brochure will continue to be distributed to visitor centers and welcome centers statewide. This brochure, along with the lodging and walking guides, is also part of the Yachats Visitor Packet. This packet is distributed by the thousands to our walk-in visitors over the course of a year and is mailed to individuals and groups who request visitor information via email, phone, and direct mail. Additional informational pieces are occasionally added to these mailings depending upon the needs and interests of the requesting party.

Visitor information requests received by email come through the Chamber's web site, yachats.org. The Contract Director and volunteer staff will continue to respond to these email inquiries and requests for visitor information. (The web site's design, maintenance, content, updates and expansion are, however, paid for by Chamber dues.)

Also under consideration is an art glass sea stars project discussed in the Coordinated Marketing Team meetings this year. This project would involve the purchase and hiding (possibly in the spring) of art

glass sea stars on our beaches. The project would allow us to send out media releases each time the glass stars are hidden and each time one is found and recorded, and would also tie into marine gardens, art and nature themes.

Volunteer Training and Coordination

Includes transportation, room rental, food and materials for staff meetings, tours and service training for 2012. It is necessary to provide new volunteer orientations, meetings and trainings for our volunteer staff throughout the year. During low and shoulder seasons our volunteer staff tour local lodging facilities and other businesses to help them provide complete and accurate information to our visitors. Meetings and service trainings are held to keep volunteers current on policies and procedures, customer service skills, and news concerning businesses, events and services available in our area.

In 2012, a subject-targeted volunteer training series will be introduced (including hiking, fishing, beachcombing, tide pooling, history, etc,) that will expand current training of volunteers and be open to front desk staff throughout the village. Local experts will be sought to contribute content and help deliver these trainings.

The volunteer trainings, meetings, and tours will be coordinated by our Contract Director, as is volunteer scheduling and supervision.

Visitor Center Facility

The current location is centrally located in town where foot traffic is strong, parking is available, and there is easy and direct access to the public. The terms of our lease agreement remain very reasonable. When the Chamber made the decision to occupy the current location, the decision was also made to make improvements to the building as needed. The original project included a redesign of the interior for more convenient display of information, as well as painting, shelving, carpeting and reorganizing the work area. Since that time, several improvements have been made to the Visitor Center: in 2004, new shelving and the addition of an accessible public restroom; in 2005-06 a new outdoor Visitors Center sign; in 2006-07 new carpet; in 2011 a new 3-color paint job. As in prior years, an adequate insurance policy for the Visitors Center will be maintained for the 2012 business year. Also, as in prior years, the Chamber will provide office furniture for use by the Visitors Center.

Public Restroom Upkeep

This includes all paper supplies and hand soap, necessary repairs, and housekeeping service to maintain the cleanliness of the facility.

Office Equipment and Supplies

This includes Visitor Center copy machine, copy paper, toner, stationery, and other office supplies. It will also include the addition of a new mini-notebook for use by front desk staff and visitors. The office computer will continue to be provided by the Chamber for use by the Visitors Center.

Quarterly Visitor Center Reports

Quarterly reports will be submitted on the number of visitors to the center, visitor information requests received, center activities, regional tourism agency referrals, media contacts that have been made and activities in which they have engaged. As in years past, the number of visitors to the Center and requests for information will be gathered by way of a Visitors Center register and information requests logs. These quarterly reports will be prepared by the Contract Director. Visitors Center budget reports will be prepared by the Chamber's accountant.

Submitted by the Yachats Area Chamber of Commerce

Board of Directors - Yachats Area Chamber of Commerce

David Locke has been the General Manager of the Overleaf Lodge and Fireside Motel in Yachats for over 14 years. He holds a BS in Hotel and Restaurant Management and has worked in the lodging and restaurant industries for 25 years - in Richmond, VA; Las Vegas, NV; and Yachats. Prior to moving to Yachats, David was Manager of Catering at the Las Vegas Convention Center. David has served on the Chamber board for the past 13 years, chairing its Marketing Committee for 10 years, serving on events committees, and as Vice President (2001-2003) and President (2004-2006, 2011). He is also an active member of the Yachats Coordinated Marketing Team and serves on the board of directors of the Economic Development Alliance of Lincoln County.

Cheryl Paben is Branch Manager and Assistant Vice President for Bank of the West in Yachats. Cheryl began her service on the Chamber board in 2011 and holds the office of Chamber Vice President. She is on the planning committee of the Yachats Agate Festival, a new nature-based event sponsored by the Chamber which makes its debut in 2012. In addition, Cheryl is a board member and treasurer for the Yachats Youth and Family Activities Program and is a board member of Central Oregon Coast Association (COCA), a regional destination marketing organization for Lincoln County.

Wendy Rush is Head of Guest Services at Ocean Odyssey Vacation Rentals. She has worked in the hospitality and tourism industry in Lincoln County for 18 years. Wendy joined the Chamber board in 2011 and holds the office of Chamber Secretary.

Catherine Lucido is owner/operator of Forks Farm and is a former co-owner of Grand Occasions Gourmet Deli. Catherine began her service on the Chamber board in 2011 and holds the office of Chamber Treasurer. She is also currently Co-chair of the Yachats Winter Getaways planning committee and serves as the Yachats Chamber's representative on the South Lincoln County Rural Tourism Studio, an Oregon Tourism Commission led workshop designed to bolster the tourism economy in this region.

Linda Hetzler is owner of the Drift Inn Historic Café and Pub. Linda has served for three years on the Chamber board and has been an active Chamber member for many additional years, including serving on the Village Fungi Feast planning committee from 2004 to 2009. In 2011, she was an active member of the Yachats Coordinated Marketing Team. Beginning 2011, she is also now the new producer of the annual Yachats Celtic Music Festival.

Brad Stanger is the Manager of C & K Market in Yachats. He has been a resident of this area for 19 years. Brad began his service on the Chamber board in 2011. He served as the Chair of the 2011 la de da Parade (as a 10-year veteran organizer of the Waldport Beachcomber's Parade), and is currently Co-chair of the Yachats Winter Getaways planning committee.

Visitor Center Advisor Sue Keys has been General Manager of the Adobe Resort in Yachats for the past 7 years. Keys has worked in tourism and travel industry sales, management and marketing for more than 20 years in Boise, ID; Portland, OR; Reno, NV; and Yachats. Prior to moving to Yachats, Keys was Travel Industry Sales Manager for the Reno/Sparks Convention and Visitors Bureau in Reno, NV, with a focus on the motor coach and travel agents markets. Keys has been very active in the OR tourism community, and was instrumental in the creation in the Oregon Tour and Travel Task Force, which won the State of Oregon Governor's Tourism Award for creativity. She received Business Woman of the Year and Outstanding Business Women of the Year while in Boise. Keys served as Chamber President for three years from 2007-2010.

Volunteer Staff Our 12 volunteer staff collectively have decades of experience serving the Yachats Visitors Center. Length of service ranges from 15 years to 6 months, and 5 new recruits will begin training in January. Together our volunteers gave nearly 1100 hours to the operation of the Visitors Center this past year, including shifts at the front desk, training meetings and tours. Most of our staff has had customer service training sponsored by the Oregon Tourism Commission or the Lincoln County Economic Development Alliance.

Visitor Center Contract Director Beverly Wilson has served as our Contract Director for the Yachats Visitors Center since July 1997. During these years, she has attended Oregon Tourism Commission and Travel Oregon Information Council annual conferences and workshops, coastal tourism meetings and workshops, and the OTC's customer service training. Wilson also manages the Chamber's web site and has served as events coordinator for the Yachats Chamber for several of its annual events for more than a decade. She is currently an active member of the Yachats Coordinated Marketing Team. Wilson has more than 20 years of experience in nonprofit organization project management, volunteer coordination, public relations and promotional writing. Prior to moving to Yachats in 1996, Wilson organized national conferences at San Francisco State University as a consultant and was Projects Director at Meiklejohn Civil Liberties Institute, organizing fundraising events and conferences; training and coordinating project volunteers (retired, college and high school); coordinating mailings; writing news releases, informational flyers and fundraising letters; was co-editor of a biennial national human rights organizations and periodicals directory; and was a grant writer. Famed board members at MCLI included the Honorable Frank Newman, retired Supreme Court Justice and expert on human rights law; and Linus Pauling, Nobel Laureate for Peace and Chemistry. Alongside nonprofit and consulting work, Wilson taught research skills, thinking skills, grammar and composition as a classified instructional assistant, and was reader for English composition and literature classes at the College of Alameda. Her early experience includes four years in regional sales, working as northern California representative for her family's organic cosmetics company and for a fine books remainder company.

**City of Yachats Visitor Center Budget
2012
Yachats Area Chamber of Commerce**

FACILITY

Rent	\$550.00/Month	\$6,600.00	
Repair and Maintenance	General	\$875.00	
Restroom	Cleaning & Supply	\$1,000.00	
Supplies	Office/Misc	\$1,000.00	
Administration	Acct. Review	\$500.00	\$9,975.00

PERSONNEL

Contract Director		\$29,925.00	
Volunteer Training		\$500.00	\$30,425.00

PROMOTION

Yachats Brochure	2 Year Surplus	\$2,500.00	
Printing Costs	Lists/Letters/Envelope	\$3,500.00	
Postage	Information/Mailouts	\$2,000.00	\$8,000.00
Telecommunication	Phone, 800 #	\$2,250.00	
Memberships	OLA, OCVA	\$600.00	
Travel OR Brochure Sites		\$250.00	\$3,100.00

Oregon Coast Magazine:

\$0.00

Fall Campaign:

\$0.00

Spring Campaign:

\$0.00 **\$11,100.00**

TOTAL

\$51,500.00