

CITY OF YACHATS VISITORS CENTER

2015 QUARTERLY REPORTS

Submitted by Beverly Wilson, Contract Director

JANUARY - MARCH

CONTACTS	JAN-MAR '12	JAN-MAR '13	JAN-MAR '14	JAN-MAR '15
Visitors Logged at VC	1,626	1,593	1,677	1,858
Yachats Visitor Brochures/Packets distributed via outdoor box at VC, Events/Fairs, local Festivals, Groups (approx #)	575	625	650	700
Phone calls logged at VC	567	572	575	591
Info requests from individuals & Travel Interest Leads from OCVA, Travel exhibits and advertising	2,759	2,784	2,668	2,514
Total # of Q Contacts with visitors/prospective visitors	5,529	5,574	5,567	5,663
The above counts do not include visitor/potential visitor contacts made via thousands of web site hits.				

Brief Recap of the Quarter

The Visitor Center maintained Winter Hours until March 16, when we began our in-season daily hours.

Meetings and Committee work this Quarter:

- *Yachats Coordinated Marketing Team:* Participated in the team's January, February and March meetings discussing social media / photo contest projects, the art glass sea star raffle, content of the new Visitor Amenity Fund grant application and guidelines, promotional opportunities, update of our marketing plan, and new team membership.
- *Shop Yachats Holiday Raffle:* With the assistance of VC Volunteer Gerald Stanley, contacted the 33 winners of the holiday season raffle drawings. Packaged and mailed all prizes to out of town winners.
- *Photo Contest:* Worked with Barbara Shepherd to launch the monthly Yachats photo contest on goYachats Facebook. The theme of the contest changes monthly and photos of winners will be posted in an online gallery and may be used in our ongoing promotional efforts. Prepared certificates for photo contest winners and sea star prizes for mailing.
- *Art Glass Sea Stars Project:* Worked with our printer and Barbara Shepherd on the design of the Art Glass Sea Stars raffle card and flyers. Sent in and picked up printing order. Distributed raffle containers and raffle tickets to all participating businesses. Broadcast reminders and collected tickets for the monthly drawings at city hall. Contacted the winners and mailed sea star prizes to winners.
- *We Speak:* Worked on completing our 12 training packages which will be available for distribution and promotion by late April or early May. Provided Travel Oregon with a list of the subject trainings and who led each, project budget information, graphics and video for an update presentation on We Speak projects.
- *SLC Trails Map Committee:* Worked with committee chair David Locke and web designer Lisa Gray on completing the digitization of the Hike, Bike Paddle Interpretive Trails Map, hikebikepadaddle.org. Provided Travel Oregon with this link demonstrating the project's sustainability, as well as digital files of the print version of the map for their update presentation on Rural Tourism Studio community projects.

Media contacts

- *Discover America*: Upon request provided this publication with photos from local businesses for an editorial print insert they are producing called “Coastal Road Trips.” This will be included in newspapers throughout Canada. ♦ The story names Yachats in a list of top ten destinations in the United States.
- *League of Oregon Cities Newsletter*: Submitted Yachats events items for inclusion in its calendar.
- Broadcast media releases for the Crab Feed, Agate Festival, Wedding Vow Renewal Ceremony, and Original Arts & Crafts Fair to Oregon media. Followed up on Coast Explorer Magazine’s Little Log Church photo request.

Print materials

- Completed the 2015 update for the Yachats Walking Guide, which is now printed and distributed.
- Reprinted the Yachats/Waldport Illustrated Attractions Map, coordinating the order with Waldport.
- Reordered 23 publications from Travel Oregon, Oregon State Parks, regional DMOs, businesses and attractions.

Beach Clean-up

- Registered 43 Beach Clean-up participants, including one woman from Japan (here visiting with her sister from Portland) and 20 students from our local Job Corps. As last year, no Japanese items were reported to our office this year.

Other

- Submitted Yachats 2015 events to Travel Oregon, OCVA and COCA web sites.
- In March, I talked with a representative from Eugene Foodies about a possible annual visit by their group and provided them with visitor literature. The first annual Yachats visit, May 2-3, is being coordinated by two local foodies: Linda (Drift Inn) and Heidi (Heidi’s Italian Dinners).