

# CITY OF YACHATS VISITORS CENTER

## April - June 2013 Quarterly Activities Report

Submitted by Beverly Wilson, Contract Director

CONTACTS	Apr-June 2012	Apr-June 2013
Visitors Logged at VC	3,366	3,521
Yachats Visitor Packet distributed via outdoor box (Approximate #)	600	650
Phone calls logged at VC	589	612
Visitor Info Requests (via Mail/Email) including individual inquiries & leads from OCVA and Print Advertising	2,281	2,396
<b>Total # of Q Contacts with visitors/prospective visitors</b>	<b>6,836</b>	<b>7,169</b>
The above counts do not include additional visitor and potential visitor contacts made via thousands of web site hits.		

The Visitor Center maintained its daily high season hours of 10 a.m. to 4 p.m. with approximately 50% of the shifts covered by volunteers.

### Meetings attended this Quarter:

- SLC Trails Map Committee: Participated in the committee's monthly and semi-monthly meetings and email discussions. During the quarter, the RFP for the design of the interpretive trails map was sent out, proposals were received, a contractor was selected, and a meeting of the contractor & committee members was held.
- SLC Rural Tourism Studio Projects Steering Committee: Participated in the committee's May and June meetings, which covered the progress and plans of the various committee projects.
- Yachats Coordinated Marketing Team: Participated in the team's June meeting. Following the meeting, I did a local hiking/biking image search and took photos along the 804 Trail for possible use in the updated "Many Trails Begin in Yachats" ad and postcard.

- Heceta Lighthouse Talk: Attended a State Park's presentation to update the community about the renovated lighthouse, held at the Yachats Ladies Club.
- July 4 la de da Parade & Activities: Worked with the Chamber's la de da parade coordinators and local businesses to produce a July 4 village program.
- Yachats Agate Festival Committee: Attended the committee's first 2013 planning meeting as an interested guest.

#### Media Contacts and Tourism Promotion Contacts

- Provided photos and facts check information to *Style Magazine* in Sacramento for a July article, titled "The West's Best Small Towns."
- Sent Yachats calendar of events updates to Oregon and regional media and to regional tourism web calendars.
- Submitted local attractions and recreational opportunities information to Travel Oregon addition to their web site.
- Submitted photos to OCVA for its Oregon Coast Public Arts Trail promotional project.
- Provided Weiden & Kennedy with a mushroom photo by Dr. Matt Trappe (with his permission) for use in Travel Oregon's Oregon Coast Campaign.

#### Literature Orders

- Filled re-orders for Yachats brochures from 8 Welcome Centers and 3 Visitor Centers.
- Placed orders for 27 publications from local businesses and attractions, from Travel Oregon, Oregon State Parks, OCVA, COCA, and other regional travel offices.

#### Literature Updates

- Updated the Yachats Walking Guide, which includes shopping, dining, annual events, and a numbered mini-map this quarter in time for July 4.
- Began update planning for the Yachats Lodging Guide, Many Trails Postcard, and Yachats Illustrated Map.

#### "We Speak" and VC Volunteer Training

- Coordinated a SLC We Speak training on June 11 on Fishing, Clamming, Crabbing and Shrimp Pumping. The training was presented by Ranger Cameron at the Waldport Interpretive Center. Established additional contacts for future We Speak Trainings.
- Our committee provided Travel Oregon with our list of SLC We Speak graphics needs.
- Met with two potential new volunteers for a Visitor Center orientation. Both chose to become a little more familiar with the area and to go through We Speak trainings before beginning shifts on the VC desk.

#### Visitor Center Maintenance

- New flowers were planted in the outdoor boxes in May and June.
- The center's front door lock was repaired in June.