

## CITY OF YACHATS VISITORS CENTER

**Oct-Dec 2010**

### QUARTERLY CONTACTS REPORT

Submitted by Beverly Wilson, Contract Director

CONTACTS	OCT-DEC '08	OCT-DEC '09	OCT-DEC '10
Visitors Logged at VC	1,619	1,598	1,381
Yachats Visitor Packet and Brochure distributed via outdoor box at VC & Mushroom Festival (Approximate #)	600	550	500
Phone calls logged at VC	399	383	374
Info requests rec'd from individuals & Travel Interest Leads from OCVA, Travel Shows and print advertising.	1,538	3,999	1,264
<b>Total # of Q Contacts with visitors/prospective visitors</b>	<b>4,156</b>	<b>6,530</b>	<b>3,519</b>

- Additional visitor/prospective visitor contacts made via visits to the chamber's web site are not included in this report.

#### Brief Recap of the Quarter

The Visitors Center maintained high season hours (Open Daily 10 am – 4 pm) until October 17. (Our contract requires these hours until the end of September.) We kept these hours to handle telephone inquiries about the upcoming Mushroom Festival, but remained busy with walk in visitors, as well. The town was full of cars and people during Mushroom Festival weekend and local restaurants reported having very strong business that weekend, with one stating they thought it was their busiest weekend of the year. On the Friday of that weekend, our volunteer stopped trying to tally phone calls and walk-in visitors (who did not sign our log themselves) and wrote in "Endless" for both. The Visitors Center and Chamber received positive feedback about the festival and its village, with the latest note (copied below) received Dec. 3, 2010:

Hi Folks (Bev?),

We just wanted to drop you a line and let you know that we spent an unexpected 2 days in your town & thoroughly enjoyed ourselves. As we were driving down the coast towards California we stumbled upon your annual mushroom festival & were able to participate in some of the walks, look at the displays, talk to the mycologists, sample some of the offerings of the local restaurants, & stock up on chanterelles at the farmer's market. We loved your beautiful area & were impressed by all the friendly & helpful people who were working at the festival. We hope to return again!

Aloha,Sue Cortes & Jim Blattau

Weekend guest traffic at the Visitors Center slowed considerably beginning in November except for Celtic Festival weekend, which was quite busy. Interest expressed in the December Yachats Winter Celebration events was chiefly local.

Large postcard mailings were sent out this quarter to coastal interest leads from OCVA and preparation began in December of our annual bulk Yachats brochure mailings to Oregon Visitors Centers, Chambers and Welcome Centers. We filled 5 reorders for Yachats brochures from other centers this quarter.

The illustrated Yachats street map on the chamber's web site was updated and colorized this quarter. The Visitors Center distributes this map in print form in 8.5" x 11" and 11" x 17". The larger version is one of the center's most popular items, and tear off tablets of this map are provided to motel front desks, as well. This updated map will be printed for Visitor Center and motel lobby distribution in January.

Other redesigned guides, including Yachats area lodging, dining/shopping, local attractions and events will be completed and printed in the coming 4 to 8 weeks, after we've received informational updates from businesses for 2011.

Monthly volunteer trainings will be held in the coming quarter.

**YACHATS VISITORS CENTER  
QUARTERLY BUDGET REPORT  
July 2010 –Dec 2010**

<b>BUDGET ITEM</b>	<b>Quarter 1 July - Sept</b>	<b>Quarter 2 Oct - Dec</b>	<b>YEAR TO DATE</b>
<b>FACILITY</b>			
Rent & Insurance	1,740.99	1,500.00	3,240.99
Repair & Maintenance	377.00	220.00	597.00
Office & Restroom Supplies	500.37	300.91	801.28
<b>PERSONNEL</b>			
Contract Director	6,693.75	6,693.75	13,387.50
Volunteer Training	0.00	0.00	0.00
<b>PROMOTION</b>			
Yachats Brochure	0.00	0.00	0.00
Design	0.00	0.00	0.00
Printing	422.97	394.06	817.03
Postage & Mail Sort	520.00	2,393.00	2913.00
Telecommunications	432.41	479.93	912.34
Annual LC Phone Book Ad	0.00	0.00	0.00
Brochure Display	0.00	0.00	0.00
Memberships	400.00	25.00	425.00
Oregon Coast Magazine	0.00	0.00	0.00
Journalist FAM Tour	0.00	0.00	0.00
<b>TOTAL</b>	<b>11,087.49</b>	<b>12,006.65</b>	<b>23,094.14</b>

Amount budgeted for 2009/10 contract by the city of Yachats: \$58,680.00. This contract was extended 2 quarters through Dec. 2010.