

City Council Action Item Cover Sheet

DATE: January 16, 2019

Agenda Item:

Visitor Center Report

Question Before Council:

Informational

Person/Group Initiating Request:

Visitor Center

Item Summary/Background:

Monthly report

CITY OF YACHATS VISITORS CENTER October-December 2018 Activities Report

Submitted by Beverly Wilson, Contract Director

CONTACTS	OCT-DEC '14	OCT-DEC '15	OCT-DEC '16	OCT-DEC '17	OCT-DEC '18
Visitors Logged at VC	1,579	1,631	1,798	1,702	1,646
Yachats Visitor Brochures/maps distributed via outdoor box at VC, at local festivals, to Groups, and Merchants (approximate #)	725	775	850	900	1,400
Phone calls logged	393	379	358	342	333
Info requests from individuals & Travel Interest Leads from OCVA, Travel Shows and leads from TO advertising.	945	996	2,967	2,901	3,044
Total # of Q Contacts with visitors/prospective visitors	3,642	3,781	5,973	5,845	6,423
Not shown in these counts are thousands of contacts made through Yachats.org and VisitYachats social media.					

The Visitor Center was open daily 10 am to 4 pm through October, and on Fridays, Saturdays, and Sundays during November and December. The center was also open Thursday, December 27, and on Monday, December 31, New Year's Eve.

Committee Work and Meetings this Quarter

- *Oregon Coast Visitors Association Film Crew*
Worked with an OCVA film crew producing short vignettes on shoulder and low season travel, food trails and culinary destinations on the Oregon Coast. Provided contacts for cooking demonstration segments, farm and food trails, specialty foods, and scheduled a private expert-led guided mushroom walk and mini-interviews. The crew spent a full day filming here on Saturday during the Yachats Village Mushroom Fest.
- *Oregon Coast Visitors Association – Rural Tourism Studio Follow-up Meeting*
Met with OCVA representatives and remaining original committee members of Travel Oregon's South Lincoln County Rural Tourism Studio. We discussed potential new and follow up projects, ways that OCVA/Travel Oregon could support and build upon our original work, and agreed upon a general concept, which OCVA then proposed to Travel Oregon. It has been accepted and will mean much greater presence on Travel Oregon's website for our region and the many "trails" and ways that people can explore and enjoy this coast, reaching beyond hike-bike-paddle, to include art trails, culinary trails, agritourism, etc.

OCVA and Rural Tourism Committee members will be working with Travel Oregon through Travel Oregon's website rebuilding process.

- *Yachats Coordinated Marketing Team*

Held our team meetings in October and November and attended additional projects meetings as needed for the following:

1. Yachats Winter Celebration Month (Thanksgiving through New Years):
 - a. Contacted local nonprofits and businesses for winter celebration events updates.
 - b. Formatted the Winter Celebration schedule into print and digital formats.
 - c. Broadcast the events schedule and continually updated it as new information filtered in over the weeks.
2. Oregon Coast Honey Lovers Festival – the 2nd annual is scheduled for February 9, 2019.
 - a. Met with committee chairs in October and November and twice in December.
 - b. Drafted several festival communications letters, publicity updates, and vendor form.
 - c. The date of the fair was changed to precede Valentine's Day with the objective of drawing visitors to town on a weekend that is not typically busy.
 - d. Participated in team discussions about ways to expand and enhance this event.
 - e. The festival has a culinary and educational focus that features honey and mead tastings, honey-themed exhibits, vendors, a keynote and other speakers, demonstrations, and children's activities. In addition to opportunities for learning about honey, honey bees and beekeeping, the festival provides opportunities to learn about other pollinators, pollinator friendly gardening and other pollinator friendly practices. Local restaurants will offer special dishes and beverages featuring honey, and some shops will offer themed goods and crafts during the weekend. The festival program has been expanded this year, as has its hours. We will be adding a Saturday night "Honey Hoe Down" from 6-9pm. This brings a festive closure to the event and includes a bonfire, live music, light food, mead, and more.
3. Advertising - coordinated production of our advertising for 2019, including:
 - a. Print/Online Yachats Ads in *Willamette Living* / *Portland Metro* / *Capital Edition*
 - b. Yachats Print Ad in OCVA's *Official Oregon Coast Visitor Guide*
 - c. Yachats Web Ad on OCVA's Cities/Activities pp. + banner in coast newsletter
 - d. Yachats Ad in *Travel Oregon Magazine*. This 1/12 page also provides us with access to coast travel interest leads from Travel Oregon.
 - e. Yachats Ad in *Oregon Coast Magazine* / *OCM Mile-by-Mile Guide*

Media

- *Oregon Coast Magazine* – provided events calendar dates, and additional information about the Oregon Coast Honey Lovers Festival.
- *Willamette Living/Portland Metro/Capital Living* – provided events information for online postings.
- Broadcast events news releases; provided calendar updates to events/tourism websites.
- Made regular Facebook/Twitter posts (as a volunteer). Coordinated with Cape Perpetua in sharing and reposting their Saturday Speakers Series announcements and their posts about local conservation events, as well as adding these events to our website's events calendar.

YACHATS VISITORS CENTER
FY 2018/2019 QUARTERLY BUDGET REPORT
submitted 1/4/2019

BUDGET ITEM	2018/2019 BUDGET	FY 2018 Quarter 1 July-Sept 2018	FY 2018 Quarter 2 Oct-Dec 2018	FY 2019 Quarter 3 Jan-Mar 2019	FY 2019 Quarter 4 Apr-June 2019	YEAR TO DATE
FACILITY						
Rent	6,600.00	1,675.00	1,725.00			3,400.00
Repair & Maintenance	575.00	0.00				0.00
Restroom - cleaning and supplies	750.00	200.00	387.41			587.41
Supplies - Office/Misc	1,250.00	123.18	107.30			230.48
Accounting	500.00	0.00	200.00			200.00
PERSONNEL						
Contract Director	37,850.00	6,308.32	9,462.48			15,770.80
Administrative Assistant						
History Walking Tour Dev	7,590.00	160.00	80.00			240.00
Volunteer Training	500.00	0.00				0.00
PROMOTION						
Yachats Brochure/2-year surplus	1,750.00	0.00				0.00
Printing Costs - Lists, Postcards, Attractions Map	2,550.00	1,668.53				1,668.53
Postage: Information/Mail-outs	1,750.00	0.00				0.00
Telecommunications - Phone/800#	2,250.00	484.74	829.86			1,314.60
Memberships - OLA, OCVA	600.00	400.00				400.00
Travel OR Brochure Dist	250.00	0.00				0.00
Oregon Coast Magazine	0.00					
OCVA and Travel Oregon	0.00					
Willamette Living (& Portland Monthly & Salem editions)	0.00					
Radio	0.00					
Social Media and Video	0.00					
TOTAL	64,765.00	11,019.77	12,792.05	0.00	0.00	23,811.82
Advertising with City Manager approval. Outside of the City/Chamber Contract						