

*Yachats Area Chamber of Commerce 2011 Visitor Center Operating Proposal*

Please find attached the Yachats Area Chamber of Commerce proposal for the management of the Yachats Visitors Center for the year 2011.

As stated in the city's request for proposals, the city's Visitors Center has a two-fold purpose: 1) to attract visitors to the Yachats area and 2) to provide information to our visitors. This dual purpose reflects the two components of tourism marketing. The first is promotion and advertising to entice visitors to the area. The second is taking care of visitors once here - providing information about local businesses, attractions, interesting, fun and rewarding things to do and see, encouraging visitors to extend their stays, and inviting them to return.

It is the objective of the chamber to work closely with the city of Yachats during the coming months to help develop a collective and sustainable marketing plan to increase lodging occupancy and other local business activity. Tourism advertising is, therefore, not included in the attached proposal as Yachats advertising options and goals will be discussed, debated and recommended cooperatively.

Through its management of the Visitor Center the chamber currently aims to continue promotion of Yachats as an ideal vacation destination for people who want to unwind and rejuvenate, experience a vibrant seaside village, a romantic getaway, and a magnificent natural wonderland. This will be achieved through statewide distribution of the Yachats brochure, broad distribution of other Yachats promotional print and digital materials and friendly on-site customer service.

The chamber also aims to continue promoting vacations to the Yachats area through the cooperative service of its web site, [yachats.org](http://yachats.org). This user-friendly, comprehensive and attractive site

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comes at no cost to the city and has been developed with the needs of local business and nonprofit members, media, visitors and prospective visitors all very much in mind.

The Yachats Area Chamber of Commerce is a dedicated and involved 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.

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 center and Yachats promotional activities. With the Visitor Center's operation and promotional activities under chamber management since 1996, growth in lodging tax revenue in Yachats has outpaced rates of growth in most other communities on the Oregon coast. The business, tourism, and marketing experience that is brought to the Visitors Center by our board and advisers is provided at no cost to the city.

The chamber looks forward to continuing its dedicated service to the Yachats Visitors Center and in the coming year to helping develop stronger communication and sustainable marketing goals with the city of Yachats.

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

## Yachats Area Chamber of Commerce 2011 VC Proposal Explanations

### **Promotion**

This includes designing, updating and printing Yachats promotional brochures, postcards, lodging lists, and other informational materials; updating Yachats information for travel publications and web sites and regional media opportunities; postage for mailing Yachats color brochures to Oregon visitor and welcome centers, postcards to OCVA travel interest leads, and visitor packets to individuals and groups who solicit information; regional tourism agency membership fees; and use of telecommunication lines. (Promotion also includes designing and placing Yachats vacation advertising; however, tourism advertising objectives and options are currently discussion with the city of Yachats.)

Yachats promotional materials will be professionally designed and approved by the Chamber's board of directors. The Yachats color brochure was updated and redesigned this past year. The Yachats lodging list is currently under redesign, and the Yachats postcard will be under redesign later this month.

The full-color Yachats brochure will continue to be distributed to visitor centers and welcome centers statewide. This brochure, along with the lodging list, is also part of the Yachats Visitor Information 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 often 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](http://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 entirely by chamber dues.)

This year the chamber would like to add to the Visitors Center's digital promotion efforts with the development of a tri-semester or semi-annual Yachats Visitor Center Newsletter that can be sent to a database of several thousand email addresses. These addresses are

from people who have expressed interest in receiving periodic digital visitor information.

The chamber would also like to add a wireless mini-notebook to the Visitor Center this year. This addition would be helpful to front desk volunteer staff needing to look up information for visitors, as well as to our walk-in visitors needing to retrieve a lodging phone number, send a quick email or print a boarding pass. We do not, however, want to set up as a WiFi hotspot as we have neither the space nor desire to compete with the efforts of local businesses.

### **Volunteer Training and Coordination**

Includes transportation, room rental, food and materials for staff meetings, tours and service training for 2011. 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. These meetings, tours and trainings will be coordinated by our Contract Director, as is volunteer scheduling and supervision.

### **Visitor Center Facility and Equipment**

#### **Rent, Maintenance and Insurance**

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 needed 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. As in prior years, an adequate insurance policy for the Visitors Center

will be maintained for the 2011 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 handsoap, 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**

Reports will be submitted quarterly 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 12 years. He holds a BS in Hotel and Restaurant Management and has worked in the lodging and restaurant industries for nearly 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 11 years, chairing its Marketing Committee for 9 years, serving on events committees, and as Vice President (2001-2003) and President (2004-2006).

Linda Hetzler is owner of the Drift Inn Historic Café and Pub. Linda is beginning her third year on the Chamber board. She has been an active chamber member for many years and served on the Village Fungi Feast planning committee from 2004 to 2009.

Karen Moyer is co-owner/operator of Cheese and Crackers Café and Bakery. Karen is beginning her 3<sup>rd</sup> year on the Chamber board and served as Secretary in 2008-09.

Cheryl Paben is Branch Manager of Bank of the West, Yachats. Cheryl is beginning her first year on the Chamber board.

Michelle Bursey and her husband Steve operate Heceta Lighthouse Bed and Breakfast and co-own Ona Restaurant. Michelle is beginning her first year on the Chamber board.

Catherine Lucido is owner/operator of Forks Farm and a former co-owner of Grand Occasions Gourmet Deli. Catherine is beginning her first year on the Chamber board.

Matt Currier is Manager of C & K Market. Matt is beginning his first year on the Chamber board.

### **Visitor Center Advisor**

Sue Keys has been General Manager of the Adobe Resort in Yachats for the past 6 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

Oregon 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 last 3 years.

### **Volunteer Staff**

Our 15 volunteer staff collectively have decades of experience serving the Yachats Visitors Center. Length of service ranges from 15 years to 6 months and 3 new recruits will soon begin training. Together our volunteers gave nearly 1300 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 either the Oregon Tourism Commission or the Lincoln County Economic Development Council.

### **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. She learned html through tutoring and self-study in order to develop and manage the chamber's web site. Wilson has more than 20 years 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, was Projects Director at Meiklejohn Civil Liberties Institute, where she organized fundraising events and conferences; trained and coordinated project volunteers (retired, college and high school); coordinated mailings; wrote 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  
2011  
Yachats Area Chamber of Commerce**

**FACILITY**

Rent	\$600.00/Month	\$7,200.00	
Repair and Maintenance	General	\$875.00	
Restroom	Cleaning & Supply	\$1,000.00	
Supplies	Office/Misc	\$900.00	
Administration	Acct. Review	\$500.00	<b>\$10,475.00</b>

**PERSONNEL**

Contract Director		\$29,925.00	
Volunteer Training		\$750.00	<b>\$30,675.00</b>

**PROMOTION**

Yachats Brochure	2 Year Surplus	\$2,500.00	
Printing Costs	Lists/Letters/Envelope	\$2,500.00	
Postage	Information/Mailouts	\$3,500.00	\$8,500.00
Telecommunication	Phone, 800 #	\$2,750.00	
Memberships	OLA, OCVA	\$600.00	\$3,350.00

**Oregon Coast Magazine:**

\$0.00

**Fall Campaign:**

\$0.00

**Spring Campaign:**

\$0.00      **\$11,850.00**

**TOTAL**      **\$53,000.00**