

**From: Andrea Scharf
Marketing Director**
To: City Council
Re: GoYACHATS

September 9, 2013

AUGUST ACTIVITIES

RTS/Travel Oregon: Sorry this report is late—truth is, the RTS work has picked up considerably and is keeping me busy! I prepared and turned in the mid-project evaluation reports to TravelOregon. Working with co-chair Sue Woodruff, I have continued administration of our grant, planning and outreach. See below for details. Attended a celebration for alumni of the Ford Family Foundation leadership program, making good contacts within that organization which has been very helpful as we proceed with a request for grant funding from FFF to complete the trails map project. From what we've heard so far, that application has a very good chance of approval. As a result of our participation in the RTS program, we have generated about \$24,000 worth of grants; the FFF grant will add another \$6,000—really a boost for marketing our area!

Oregon Coast Gravel Epic: The OCGE cycling event is now about three weeks away. Organization of this event is going strong. We are about halfway to our registration goal and the race organizer tells us that he has found that people wait to the last minute, especially with a new race. We are now finalizing the ad booklet which will feature businesses in our three communities plus lists of coming events and area attractions. We have received enough ads to pay for the booklet plus a little extra for our “kitty,” which will help fund future marketing projects for the area. Sponsorships, volunteers, emergency services, and community outreach are all on target. Closer to the event we will have additional news releases in local papers, particularly geared toward alerting hunters and others that there will be cyclists on the Forest Service roads that make up the course. There will be a beer garden for the racers as they return to the finish line and several local musicians and groups have offered their services, including the Bad Weeds. I'm currently working on having a reception and packet pickup the night before the race (Friday, 8/4) at the Yachats Farm Store, with beer tasting and music provided by Dick Takei. This will bring our visitors into Yachats. We agreed not to plan a specific event here for the day after the race as our time and energy were overextended. Next year! We also had a new poster designed by Travel Oregon, which looks very good and is being distributed up and down the coast—there is one at the Commons. Travel Oregon is pushing the poster out through their various outlets, bike shops around the state, and via social media. I have written another story about the race which will be posted on the TO website. I'll notify the council with the link as soon as it appears.

South Lincoln County Trails Map: Although this project is moving forward nicely, thanks to the dedicated action team we have experienced some problems in working out the graphics. This led to a meeting in Salem which I attended along with Sue Woodruff and two of the team members, David Locke and Lauralee Svendsgaard. This is an ongoing process and hopefully the result will be a

stunning map which will invite visitors to our area. We are also, as mentioned above, awaiting approval on a grant application to the Ford Family Foundation—many thanks go to David Locke, Meredith Howell and Lauralee Svendsgaard for putting together this application.

Marketing Action Team: The article on the Ya'Xaik trail was posted on TravelOregon. The one on the race should be up this week, and I have approached TO about doing something on car shows generally and our recent Show & Shine specifically. I presented the GoYachats trophy at the show on Sunday—a VW bus was the winner! I have also submitted an article on the Bloom! art classes.

We Speak: The graphics for buttons and displays to acknowledge participation in the program have been received and additional sessions are scheduled into the fall on local history, trails, and other topics.

GoYachats, outreach, and other activities: Continuing to work on stories for Travel Oregon and other outlets, supporting local businesses and interface with GoYachats, meeting with the city's marketing advisory committee, maintaining relationships with TravelOregon, COCA and OCVA. Continued assistance to event organizers (Pathways to Transformation, the Agate Festival etc) to get information/photos posted. All stories sent to TravelOregon and other online media also are posted as the Yachats Beach Blog on GY.

FaceBook and Social Media

FaceBook fan count is now 5,759. At the end of July it was 5,731. We will start working on ads to run in fall through spring, and should see an increase.

September Work Program:

Continue RTS organizing and support; work on marketing strategy for South Lincoln County with focus on publicizing the Oregon Coast Gravel Epic and publication of the trails map; continue work on the OCGE logistics, promo plans for local lodging, food, and businesses, and entertainment; new stories for Travel Oregon; blogposts for GY Facebook; press releases as needed.

