

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

May 2, 2012

## **April Activities**

### **Goal: Increase motel bookings in off-season**

#### Yachats Center for Lifelong Learning (YCLL):

Celebration of Japanese Art & Culture: The program was successful by all accounts from the participants. Some of the workshops were full and all were attended with enthusiasm and appreciation. The gallery worked well, show-casing Japanese textiles and other arts and resulting in respectable sales for the vendors. We also provided a venue for display of the Lions' Beachcombing project to find items from the earthquake and tsunami that wash up on our beaches, and to return them to their owners if possible.

Joyce Carol Oates program: This program did not attract enough recipients in spite of good media coverage both along the coast and in the valley; I reluctantly had to cancel it less than a week before it was scheduled to occur. Nonetheless, the connection to OSU and their creative writing department remains strong and hopefully we will be able to find something else with broader appeal.

WorldWide Knitting in Public: Yachats is now a registered site on the WWKIP website. We have been hosting bi-weekly meetings to promote the event and encourage people to participate, with increasing numbers of people attending each week. We are now working on the final plans for the event, which will include contests and activities to get people circulating around town. Look for the evidence of Yarn Bombing after June 1—better yet, join us and help display all the marvelous knitted critters that the volunteers have made. We'll probably start at noon on June 1. I hope to get some media attention!

#### Rural Tourism Studio:

We have now completed the third set of workshops, which took place April 24-25 and dealt with nature-based tourism and how to create a high impact event. I was involved in planning the evening event on the 24<sup>th</sup>, an Evening for Entrepreneurs, which brought together people who have or would like to start a business on the coast with resources to help with financing, marketing, permits and licensing, and other issues. The fourth and final set of workshops is May 15 and 16, in which we will develop action teams to carry out some of the projects and program identified in the preceding workshops. Sue Woodruff and I are encouraging formation of a steering committee to keep those action teams on task and accountable. On the 16<sup>th</sup> there will be a reception at Ona and a 'graduation' ceremony marking the end of the program and the start of actions to increase tourism in the three communities. Members of city council are invited to attend, and we would appreciate it if you could make it. This will be an ongoing commitment in order to make use of the work we have done.

### National Trails Day June 2:

I will continue helping with publicity on this event. We hope council members will be able to attend.

#### **Goal: Promote Local Businesses**

The Japan festival resulted in visitors specifically directed to various businesses which wanted to participate. The sake tasting event at Ona was well-attended, at least half of the people from out of town. Good rapport was established with the SakeOne marketing staff. Several other food businesses had Japan themed foods and did well.

#### **Goal: Maintain and improve GoYachats website:**

No specific actions, other than to support the updates on passwords and easier access to the site.

### **May Work Plan**

YCLL—My work will focus for the next few months on developing a sustainable structure for this program, including organizational format, financing, partners, publicity, and website development.

Rural Tourism Studio—Following the final sessions, I will be working to make sure we actually benefit with specific actions that have come out of the process.