



From: Andrea Scharf,  
Marketing Director  
To: City Council  
Re: GoYACHATS  
June 6, 2011

May Activities

Goal: Increase motel bookings in off-season:

Most of my activities this month have been directed at increasing our social media. I have contracted with Barbara Shepherd, who has done most of the graphics for GoYachats, to work with me in monitoring and updating our Facebook page, design pay-per-click ads, and help develop social media promotions. We have gone from 500 fans about six weeks ago to over 2,000 in the first week of June. People are contributing photos and travel tips and these are being spread 'virally' to even more people. Our goal is to reach 5,000 fans by the end of the summer.

Each week, I review upcoming events listed on GoYachats and post them on Facebook for additional exposure, directing people back to GoYachats.com for more information so that we should be seeing more traffic on the website as well. The website also refers people to our Facebook page. Both Barbara and I are alert to what is going on in town through various contacts and these are also posted in a timely manner. For example, Burgundy's video of the totem pole dedication was posted with a link to YouTube.

The postings on Yachats Beach Blog are also announced on Facebook and linked. So far, the most popular has been the one I wrote about the wetlands behind the Commons. I am focusing on individual stories—"why I came to Yachats"—and local attractions. The Whale in the Park history will be posted this week; the whale is 20 years old this year and continues to be a very popular attraction.

I attended meetings of the marketing coordination team and reviewed the marketing plan.

The first meeting to prepare an application for the Oregon Travel Council's Rural Tourism Studio program was held in Waldport on Wednesday, June 1. Attendees included representatives of the Port of Alsea, the mayor of Waldport, two people from the Soul Vacation Resort, Cheryl Paben from Bank of the West, and me. Ron Brean was unable to attend, as were other invitees. Although the ostensible purpose is to develop our application, we all recognized the advantages to be gained from having our two communities work together to promote south county as an exciting tourism destination.

Although I haven't mentioned this before, I am always alert to opportunistic marketing, here and wherever I travel. My best this month was a BMW motorcycle tour group from Vancouver BC making a fuel stop at our gas station. They were heading home and had had a not-so-great lodging experience somewhere south of Yachats. They were very enthused about our "bike friendly" town and promised to pass my card along to their tour planner.

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Finally, I have begun developing a proposal which has the potential for creating a sustainable tourism attraction in Yachats. No, it's not Disneyland! I will have a complete proposal with budget and time plan available at the Council's July work session. Between now and then, I will meet with each of you to solicit your input.

**Goal: Promote local business:**

No specific activities this month. Again, the The Facebook campaign and Yachats Beach Blog feature individual business owners and businesses. We are looking at ways to increase business and measure the effect of the social media campaign, and working on a project which will increase local residents' shopping in Yachats stores.

**Goal: Maintain and improve GoYACHATS website:**

Responded to requests, updated data, entered new businesses, answered questions, listed events, etc.

**May Work Plan**

1. Complete new project proposal
2. Write and post to Facebook and Yachats Beach Blog, including photos; monitor Twitter account.
3. Encourage local residents to support local businesses; work on participation in GoYachats.
4. Continue developing contacts with affinity/social groups.
5. Develop application for Rural Tourism Studio.
6. Promote events for Fourth of July.

