



From: Andrea Scharf,
Marketing Director
To: City Council
Re: GoYACHATS
August 4, 2011

July Activities

Goal: Increase motel bookings in off-season:

The GoYachats Facebook page now has 2660 fans. The increase clearly slowed since I stopped advertising. I'm in the process of researching target sites for new ads. These will include target audiences for motorcycle clubs, hiking and backpacking, cycling, seniors, book groups, and general northwest travel..

Submitted the Rural Tourism Studio application on behalf of the South Lincoln County Tourism Planning Group. (At our last meeting, we decided to call ourselves South County Tourism Group—or SoCoToGro. Like it??) I think we put together a strong proposal and there were a lot of supporting letters. The group has agreed that whether we are approved for the program or not, we will continue to meet and work together to improve the tourism-based economy of our area. We are looking at a proposal to create a South Lincoln County website which would link to every appropriate site in the area. We are applying to the county Economic Development Alliance for funding to meet half of the initial design/operation costs of \$2,000, and asking the participating groups to contribute to match the request, an expense of \$100 per each of the five groups (the two chambers, the two cities, the Port).

Met with the roads engineer on the Siuslaw to discuss possible mountain bike routes (non-motorized). Positive response—now need to agree on three or four specific routes and get a brochure designed and produced. This is another project the SoCoToGro might support since some of the routes will loop through both Yachats and Waldport.

Worked on hospitality for the People's Coast Classic, a cycling event from Astoria to Bandon to fund education about arthritis. The group will be camping in the Picnic Shelter on Tuesday, September 13. I have arranged for ads to run in Oregon Coast Today (matched by the publication, so we'll have two ads for the price of one, running on successive weeks). Hopefully the Bad Weeds (or some subset) will play for the group. They are giving a program on arthritis at the Commons that evening at 6 p.m. and we will publicize that too.

Continued ongoing communications with the Marketing Coordinating Committee and various City Council members.

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Prepared a proposal for the NOAA scientists for the Depth Perceptions Confluence conference, and continued work on developing the Yachats Center for Lifelong Learning. Mindful of the cautionary words of several people, I am looking for partners of some kind. I plan to apply to the county Economic Development Alliance for some seed money.

Met with Maggie Rivers, Port of Alsea director, to discuss ways we can support each other's marketing efforts. This is especially important in supporting nature-based tourism activities.

Arranged for design and printing of the Show & Shine poster for 2011; communicated with the organizers; supported their ad in Cruzin' Magazine. They already report considerable increase in entries from last year and overflow to motels in addition to the host location at the Yachats Inn.

Wrote press releases, posted on Facebook, listed events on GoYachats, etc to support local events and activities. (The Yachats Music Festival reported better attendance than ever before; hopefully GY had something to do with that!)

Worked with nationwide publicity campaign for Cheez-Its and Walmart which is including Yachats in its virtual tour; a photo of the Whale in the Park was requested as a well-known symbol of Yachats.

Goal: Promote local business:

Working on short articles for the Yachats Beach Blog about local business owners.

Goal: Maintain and improve GoYACHATS website:

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

Distributed GoYachats tee shirts to four locations which are selling them at retail (The Village Bean, Paddy Kait, Yachats Mercantile, Yachats Visitor Center).

Provided feedback about the new calendar developments.

August Work Plan

1. Continue work on Center for Lifelong Learning and Confluence project.
2. Write and post to Facebook and Yachats Beach Blog, including photos.
3. Begin planning a coupon book campaign and 'what goes around comes around' program to encourage local shoppers.
4. Continue working with the South County Tourism Group.
5. Move the bike trail guide along—get FS cooperation for designated routes, discuss signage, arrange for design of map.

6. Work on logo designs that emphasize nature-based activities available in this area.
7. Revisit academic departments, churches, and other agencies and groups previously contacted.
8. Arrange to attend State Fair and staff OCVA booth; prepare handout material, including a drawing for basket of Yachats goodies.
9. Research possible ad locations, both for Facebook and print ads with emphasis on nature-based tourism; prepare a budget, deadlines, guidelines, etc.