



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

### December Activities

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

After a year as marketing director, I feel that some revisions are needed in my approach to attracting new off-season business to Yachats. The economy is still having a negative effect on travel plans for most businesses and organizations. Many public agencies which used to conduct planning workshops away from their offices are no longer doing so. The university community is a typical example (although it is possible that there has been some response to my contacts there which has not been specifically noted as a booking; this is a problem in measuring the success of the GoYachats effort.)

Over the next six months, I plan to focus on specific categories which offer a reasonable potential for group bookings. These are groups or organizations which appear to be immune to the economic downturn or which have a mission that requires that they hold meetings for a variety of purposes. I will be meeting monthly with the assistant manager of the Fireside/Overleaf property who has been assigned sales and marketing responsibilities for those motels. These include church-related workshops and conferences, bus tours, and promotion of Yachats the most dog-friendly town on the coast. In addition, I will be pursuing a number of specific affinity groups which have shown an interest in gathering for workshops, such as quilters, hookers (of rugs), scrap bookers, writers, yoga and fitness practitioners, etc. Another promising category is associations which, even though the economy is a factor, conduct workshops and conferences because that is an important part of their mission.

ANDREA SCHARF  
Marketing Director  
Andrea@GoYachats.com  
Office: 541/547-3092  
Cell: 541/272-2021  
P.O Box 300  
Yachats, OR 97498  
www.GoYachats.com

I believe that I will increase effectiveness by making personal contacts with the groups and with people who are familiar with these groups. I have already identified a number of these key contacts and plan to travel to the Valley and Portland to meet with them. I plan to join the chambers of commerce in Eugene, Corvallis, and Albany, and to attend functions which will offer access to business people who might consider holding a meeting in Yachats.

During this month, I spent a lot of time promoting downtown retail businesses, including the shoppers' raffle and store lighting. This effort was very successful, resulting in good press coverage and a lot of good will among our visitors. Several other promotional activities over the past year have also been successful, such as the Valentine's weekend treasure hunt and raffle.

However, with one exception, I don't plan to continue this focus, at least for the time being. I think it is valuable and hope to return to it—without a vibrant downtown, Yachats will not appeal to visitors. The one exception is development of a "Welcome to Yachats" booklet with shop listings and discount coupons. I will integrate this with GoYachats, but visitors don't always come with a computer and I think having a booklet in hand will have a good impact. I expect the participating businesses to share in the cost and will have it designed by our regular graphics person so that it is consistent with other GoYachats material.

I have also met with members of the city Budget Committee and have found it very beneficial. I will complete these conversations and then expand to other relevant committees as well as individuals who have been identified as having potential contacts with groups outside the community. The essential take-away lesson from this past year has been that it's personal contact that makes the difference.

During December, I continued to work with groups that have already made the decision to hold their meetings in Yachats, helping them finalize plans, sending bid requests to hotels and caterers, and offering (and being accepted!) to act as tour guide for the PUD board spouses in October.

**Goal: Promote local business:**

Launched GoYachats Shoppers Raffle. See attached flyer and press release (sent to all media.) Distributed raffle tickets to all participating merchants and resupplied over the Thanksgiving weekend. Feedback is very positive, both in terms of sales and response to the raffle.

Encouraged holiday lighting on all commercial buildings and in the Commons.

Continued Oregon Coast Today ad, listing new shops, upcoming events, and featuring specific attractions and businesses.

Please note the email copied to me by Susan Woodruff, incoming mayor of Waldport: the sincerest form of flattery!

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

Entered ten new businesses in the database; listed upcoming events; distributed the Intro to Using GoYachats instruction sheet.

**January Work Plan**

1. Join chambers of commerce in Eugene, Corvallis, and Albany; attend functions.
2. Pursue contact networks—see comments above.
3. Prepare two articles (trails, dog friendly activities) and send to appropriate publications.
4. Work on educating local businesses and organizations about using GoYachats, including new calendar design.
5. Develop Welcome to Yachats ads/coupons.
6. Develop print ad re Valentine's/Presidents' Day weekend.

**Main Identity**

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**From:** "Susan Woodruff"  
**Cc:** "Shirley Hanes"  
**Sent:** Wednesday, December 15, 2010 11:15 AM  
**Subject:** Yachats marketing

Today's News-Times has an small article entitled "Yachats shops to stay open late" which also describes a local raffle promotion going on there now. It lists a site that I hope you'll both have time to visit: [www.GoYachats.com](http://www.GoYachats.com). The whole site looks really good, but check out the tab labeled "Events" and all the coupons, specials, etc. Also, I happened to be in Yachats last Sunday and saw the little flyer around for the raffle. It was very well done, colorful, and eye-catching design!

It seems to me this is a direction Waldport needs to consider going in order to increase the Chamber's benefit to its members, don't you think? I'm sure it costs some money, but what better to spend member dues on??

P.S. Watch the LaDeDa video, too. It's fun!

### **Yachats shops to stay open late**

Yachats retail shops will stay open until 7 p.m. this Saturday for shopping convenience, and will offer hot cider, cookies and gifts to cheer the holiday spirit.

Carolers will raise their voices starting at 5 p.m. in front of the C&K Market, and from there will stroll through the business area. Folks can just listen or sing along. Everyone is welcome. Dress warmly, bring a flashlight, and be prepared for a jolly time.

Sunday is the last day to collect tickets for the GoYachats holiday shopping raffle.

Get one raffle ticket for every \$5 spent in Yachats stores. The drawing is set for Monday, Dec. 20, at Bank of the West, where the prizes are on display. Winners will be notified by phone, and need not be present at the drawing.

Visit [GoYachats.com](http://GoYachats.com) or [www.yachats.org](http://www.yachats.org) to find out everything that's going on in Yachats this holiday season.

## **Shopping pays, in Yachats**

Yachats will jump right into the holiday season this Friday, Nov. 26, launching a month full of activities and events. The schedule will begin at 5 p.m. Friday, when Mayor Ron Brean flips the switch to illuminate the light display at the Little Log Church on W. Third St.

Merchants all over town will be twinkling and sparkling, too. Most will have treats and gifts for shoppers, and will stay open until 7 p.m.

Participating Yachats merchants have joined forces to offer a shoppers' raffle. For every \$5 spent in their stores, you will receive a raffle ticket — and there's no limit to the tickets you can earn. Prizes will include a two-night stay at the Overleaf Lodge, a freshwater pearl necklace, free rental of DVD equipment and videos, bottles of champagne, gift certificates, gift baskets and more.

The raffle, sponsored by GoYachats, will be in play through Dec. 19, with the drawing held on Dec. 20. You need not be present to win the presents. For details, contact Andrea Scharf at 541-547-3092 or [Andrea@GoYachats.com](mailto:Andrea@GoYachats.com).

Other events this weekend in Yachats include:

- **Yachats Arts Guild Show & Sale** — Members are showing a variety of arts and crafts in Room 8 of the Yachats Commons. Open 10 a.m. to 5 p.m. Friday and Saturday, Nov. 26 and 27, and 10 a.m. to 3 p.m. Sunday, Nov. 28, at W. Fourth St. and Hwy. 101, free admission.
- **Lions Pancake Breakfast** — All the pancakes you can wedge into your belly, plus eggs over easy and your choice of ham or sausage, plus milk, tea or coffee. Proceeds go to the Lions' many community projects. 7:30 to 11:30 p.m. Saturday, Nov. 27, at the Yachats Lions Hall, W. Fourth St. and Pontiac.
- **Author event with Matt Love** — Writer, teacher and conservationist, Love is the winner of the Oregon Literary Arts' Stewart H. Holbrook Award for his contributions to the state's history and literature. Sponsored by the Yachats Academy of Arts and Sciences, and supported by the Friends of the Yachats Commons. 5:30 p.m. Saturday, Nov. 27, Yachats Commons, \$5 suggested donation.



Carl Miller puts the finishing touches on the holiday light display at the Little Log Church in Yachats.