



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

October Activities

Goal: Increase motel bookings in off-season:

Confirmed booking for OSU Women's Studies department for the end of January. They will be renting a large house in town and booking rooms for 8 at a nearby motel.

Working with League of Oregon Cities for motel rooms and meeting space for two one-day training sessions in March. Thanks to Nancy Batchelder for this referral.

Completed data base for book club campaign and mailed out promotional material to attract book clubs to hold meetings in Yachats. There is a feedback loop which will allow us to evaluate the success of this effort. Marketing material is attached to this report. Rack cards and book marks will be displayed at several local stores.

Continued developing articles for publication on trails, dog-related activities, and other topics.

Continued publicity support for events which have potential to increase motel bookings.

Purchased holiday lights at a discount. These will be used to decorate the Little Log Church and close gaps—the goal is to have a very sparkly 'central business district' this year. Coordinating with the Chamber's Winterfest plans, the lights will go on all over town on the Friday after Thanksgiving.

Goal: Promote local business:

Visited with most of the businesses in town regarding the Oregon Coast Today ad (see attachment), promote lighting and decoration for holiday period, and find out how

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businesses did over the summer and fall. (Mixed results—some had ‘the best summer in 20 years,’ others were a little down but better than last year, a few didn’t do well at all. But overall, the atmosphere seemed positive and very appreciative of the city’s support.)

Developed Oregon Coast Today ad which will be updated every week, listing new shops, upcoming events, and featuring specific attractions and businesses. Businesses will pay \$10 every time they are listed to offset the cost of the ad (which is \$115/week). This ad will run through December when we can evaluate how effective it has been.

Goal: Maintain and improve GoYACHATS website:

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

November Work Plan

1. Book Club Promo: Follow up with phone calls.
2. Continue support for WinterFest. Work out details for store promotions; coordinate advertising committee, get lights, assist with posters, flyers, ads, etc. Promote with motels. Arrange for help for store owners to put up lights next month. Work with Chamber to maximize press coverage.
3. Research affinity groups—conferences, workshops, costs of attending, numbers, locations, contact people etc.
4. Send followup emails to heads of departments on educational institutions database.
5. Develop a dog play and train event; work with motels to promote packages.
6. Work on special events at motels, such as women’s retreats, dog training, etc
7. Continue monitoring developments with NOAA and others.
8. Continue data base update and education of account holders on how to use GoYachats to their advantage.
9. Complete and find placements for articles on trails, dogs, ecotourism.
10. Promote GoYachats as the place to go to find out about events at Cape Perpetua through press releases and articles.



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