

# CITY OF YACHATS VISITORS CENTER QUARTERLY CONTACTS REPORT

Submitted by Beverly Wilson, Contract Director

CONTACTS	JULY-SEPT '12	JULY-SEPT '13
Visitors Logged at VC	8,159 +16.4%	8,693 +6.5%
Yachats Visitor Packets distributed via outdoor box at VC, Shops, Fairs, Festivals, Groups, (approximate #)	950	1,275
Phone calls logged at VC	1,154	1,179
Info requests from individuals & Travel Interest Leads from OCVA, Travel Shows, advertising	3,153	2,244
<b>Total # of Q Contacts with visitors/prospective visitors</b>	<b>13,416</b> <b>+11.4%</b>	<b>13,391</b>
<b>The above counts do not include thousands of additional visitor and potential visitor contacts made via web site visits.</b>		

The Visitor Center maintained its daily high season hours of 10 a.m. to 4 p.m. with approximately 50% of the shifts covered by volunteers. Our visitor numbers increased again; however, our leads from OCVA declined. This decline may be owed in part to the transition process that OCVA underwent this year in its separation from COCA.

### Meetings attended this Quarter:

- **SLC Trails Map Committee:**  
Participated in the committee's monthly meetings and regular email discussions. In July I headed up a committee and trails stakeholders' brainstorm for a name selection for the map. In September I drafted the map brochure summary and collected/submitted photos for possible use in the map. During this quarter, the committee selected interpretive topics for the map brochure and drafted its copy, submitted an illustrations wish list, selected a map brochure name, collected potential photographs, and secured a grant from the Ford Family Foundation to cover the map's remaining production costs.
- **SLC Rural Tourism Studio Projects Umbrella Committee:**  
Participated in the committee's August and September meeting, which covered the progress and plans of the various committee projects.
- **Yachats Coordinated Marketing Team:**  
Participated in the team's August and September meetings.

### Publications

- Printed the new "Many Trails Begin in Yachats" postcard that our marketing committee updated with a new inset photo. The new version of the postcard includes reference to our Top Ten designation by Arthur Frommer as did the original version. (The 5000 copies of the original postcard have been distributed.)

## Publications (continued)

- Submitted the ad version of “Many Trails Begin in Yachats” to Oregon Coast Magazine and the Fall/Winter Mile-by-Mile Guide.
- After a small “test run” in late June for July 4 weekend, I made the last minor copy revisions and printed the new “Yachats Walking Guide” (to shops and restaurants), which includes a map that coordinates with the “Yachats Area Lodging List,” as well as a Yachats calendar of annual events.
- Updated the color illustrated Yachats map. Suggested to Waldport that we collaborate in the production and distribution of this piece and add an illustrated map of Waldport on the reverse side. The Waldport Trails committee took this to Waldport City Council, and the council approved funding of the illustrated map design for Waldport and their portion of the printing costs. The Waldport map design is now in process. Our printing cost is significantly reduced by running this as a 2-sided map, and our map’s distribution and the information we can handily provide about local attractions is appropriately expanded.
- Updated the Yachats Area Lodging Guide, which will be printed this winter.

## Literature Orders

- Filled re-orders for Yachats brochures from 2 Welcome Centers and 7 Visitor Centers.
- Over the course of the quarter placed 39 re-orders for publications from Travel Oregon, Oregon State Parks, OCVA, COCA, and other regional travel offices, and from local businesses and attractions.

## “We Speak” South Lincoln County and Volunteer Training

- Coordinated a SLC We Speak training on July 31 on Water Trails and Recreation. The training was presented by Port of Alsea Manager Maggie Rivers and Waldport HS Kayak Shack Advisor Melissa Steinman.
- Received our customized graphics package from Travel Oregon for our We Speak collateral materials and began the design process for the final pieces.
- Committee member Sandy Dunn began drafting the quiz questions for the individual subject trainings in our We Speak program.
- In September we gained two new volunteers who are very knowledgeable about the Yachats area for winter orientation at the Visitors Center.

## Visitor Center Maintenance

- The center’s carpet was cleaned in early July.