

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
February 5, 2013	

TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant *JM*
Through: Rodger Craddock, City Manager *RC*

ISSUE: **Semi-Annual Management Report of the Visitor Information Center**

BACKGROUND:

Bay Area Chamber of Commerce provides management for the City of Coos Bay's Tourist Information Center. Semi-annual reports are a required component of our management agreement with the Bay Area Chamber of Commerce.

BUDGET IMPLICATIONS:

N/A

ADVANTAGES:

A semi-annual report keeps the Council up-to-date on activities such as tourist inquiries, visitor counts, and details of revenues and expenditures of the Coos Bay Tourist Information Center.

DISADVANTAGES:

None

ACTION REQUESTED:

None

Statistics for the Month of July 2012

Counts taken from visitors who have signed the Guest Book at the Visitor Information Center in Coos Bay

Alabama	3	Kentucky	3	North Dakota	
Alaska	6	Louisiana	1	Ohio	12
Arizona	35	Maine		Oklahoma	6
Arkansas		Maryland	1	Oregon	223
California	245	Massachusetts	4	Pennsylvania	4
Colorado	12	Michigan	2	Rhode Island	
Connecticut	2	Minnesota	8	South Carolina	4
Delaware		Mississippi	3	South Dakota	2
Dist.of Columbia		Missouri	14	Tennessee	2
Florida	20	Montana	12	Texas	26
Georgia	10	Nebraska	3	Utah	24
Hawaii	1	Nevada	13	Vermont	
Idaho	50	New Hampshire		Virginia	10
Illinois	14	New Jersey	5	Washington	62
Indiana		New Mexico	6	West Virginia	
Iowa	14	New York	8	Wisconsin	4
Kansas	9	North Carolina		Wyoming	
Other Countries		Canada	63	New Zealand	3
Germany	8	Korea	3	Australia	20
Switzerland	14	Luxembourg	2	Ireland	2
England	4	Netherlands	3	UK	4
China	2	Estonia	2	Japan	2
		TOTAL SIGNING	1,014		

Statistics for the Month of August 2012

Counts taken from visitors who have signed the Guest Book at the Visitor Information Center in Coos Bay

Alabama	Kentucky	North Dakota
Alaska	Louisiana	Ohio
Arizona	Maine	Oklahoma
Arkansas	Maryland	Oregon
California	Massachusetts	Pennsylvania
Colorado	Michigan	Rhode Island
Connecticut	Minnesota	South Carolina
Delaware	Mississippi	South Dakota
Dist.of Columbia	Missouri	Tennessee
Florida	Montana	Texas
Georgia	Nebraska	Utah
Hawaii	Nevada	Vermont
Idaho	New Hampshire	Virginia
Illinois	New Jersey	Washington
Indiana	New Mexico	West Virginia
Iowa	New York	Wisconsin
Kansas	North Carolina	Wyoming
Other Countries		

TOTAL SIGNING

Statistics for the Month of September 2012

Counts taken from visitors who have signed the Guest Book at the Visitor Information Center in Coos Bay

Alabama		Kentucky	6	North Dakota	0
Alaska	4	Louisiana	8	Ohio	6
Arizona	28	Maine	2	Oklahoma	2
Arkansas	2	Maryland	4	Oregon	188
California	172	Massachusetts	3	Pennsylvania	13
Colorado	27	Michigan	3	Rhode Island	5
Connecticut	2	Minnesota	5	South Carolina	2
Delaware	0	Mississippi	2	South Dakota	0
Dist.of Columbia	2	Missouri	14	Tennessee	4
Florida	14	Montana	6	Texas	21
Georgia	8	Nebraska	2	Utah	5
Hawaii	2	Nevada	14	Vermont	0
Idaho	21	New Hampshire	2	Virginia	4
Illinois	11	New Jersey	4	Washington	73
Indiana	10	New Mexico	3	West Virginia	3
Iowa	0	New York	12	Wisconsin	6
Kansas	0	North Carolina	4	Wyoming	8
Other Countries	134	Canada	76	Germany	9
Norway	1	Belgium	2	UK	2
China	2	Scotland	4	Russia	4
Ireland	10	Italy	2	Amsterdam	2
Luxembourg	6	Australia	9	Switzerland	2
Holland	1	TOTAL SIGNING	871		

Statistics for the Month of October 2012

Counts taken from visitors who have signed the Guest Book at the Visitor Information Center in Coos Bay

Alabama		Kentucky		North Dakota	
Alaska	2	Louisiana		Ohio	4
Arizona	3	Maine		Oklahoma	4
Arkansas		Maryland	6	Oregon	149
California	91	Massachusetts	5	Pennsylvania	1
Colorado	16	Michigan	8	Rhode Island	
Connecticut	2	Minnesota	4	South Carolina	4
Delaware		Mississippi		South Dakota	
Dist.of Columbia		Missouri		Tennessee	7
Florida	7	Montana	8	Texas	9
Georgia		Nebraska		Utah	1
Hawaii	5	Nevada	11	Vermont	2
Idaho	16	New Hampshire		Virginia	4
Illinois		New Jersey	5	Washington	33
Indiana	5	New Mexico	3	West Virginia	4
Iowa		New York	2	Wisconsin	
Kansas		North Carolina	4	Wyoming	2
Other Countries	75	Canada	52	Nethrlands	2
		Jerusolem	4	Australia	9
		Germany	4	France	4
		TOTAL SIGNING	502		

Statistics for the Month of November 2012

Counts taken from visitors who have signed the Guest Book at the Visitor Information Center in Coos Bay

Alabama		Kentucky		North Dakota	
Alaska	1	Louisiana		Ohio	2
Arizona	4	Maine		Oklahoma	
Arkansas		Maryland		Oregon	93
California	25	Massachusetts		Pennsylvania	
Colorado	2	Michigan		Rhode Island	
Connecticut		Minnesota		South Carolina	
Delaware		Mississippi		South Dakota	4
Dist.of Columbia		Missouri		Tennessee	
Florida		Montana		Texas	
Georgia	2	Nebraska		Utah	4
Hawaii	4	Nevada	2	Vermont	
Idaho	10	New Hampshire		Virginia	
Illinois	4	New Jersey		Washington	16
Indiana		New Mexico	2	West Virginia	
Iowa		New York		Wisconsin	
Kansas	1	North Carolina		Wyoming	2
Other Countries	17	Canada	7	Australia	3
		France	6	Germany	1
		TOTAL SIGNING	193		

Statistics for the Month of December 2012

Counts taken from visitors who have signed the Guest Book at the Visitor Information Center in Coos Bay

Alabama	0	Kentucky	0	North Dakota	0
Alaska	6	Louisiana	0	Ohio	0
Arizona	1	Maine	0	Oklahoma	0
Arkansas	0	Maryland	0	Oregon	123
California	23	Massachusetts	0	Pennsylvania	0
Colorado	2	Michigan	1	Rhode Island	0
Connecticut	4	Minnesota	0	South Carolina	0
Delaware	0	Mississippi	0	South Dakota	0
Dist.of Columbia	0	Missouri	0	Tennessee	0
Florida	0	Montana	3	Texas	15
Georgia	1	Nebraska	2	Utah	0
Hawaii	1	Nevada	6	Vermont	0
Idaho	3	New Hampshire	1	Virginia	0
Illinois	0	New Jersey	0	Washington	5
Indiana	2	New Mexico	0	West Virginia	0
Iowa	0	New York	5	Wisconsin	5
Kansas	0	North Carolina	0	Wyoming	0
Other Countries		Canada	6	Japan	3
		Taiwan	2	France	2
		Germany	1		
		TOTAL SIGNING	223		

**Coos Bay Visitor Information Center
July 2012**

Visitor Counts for month were:	Coos Bay	3,850
	North Bend	2,289
	Charleston	1,719

Total Volunteer hours for Coos Bay Center was: 351.5

Activities for July:

- **Started Survey at the Visitor Center for the VCB**
- **Wine Walk**
- **Started working with Volunteers to complete Oregon State Customer Service Training**
- **Working on website updates**
- **Updates on major employers list**
- **Looking for new volunteers to help fill in so we have 2 people per shift per day**

Displays in the Visitor Center

**Handbags and Souvenirs
OIMB
Charleston Marine Life Center
High Tide Café**

Reader Board Activities:

Wine Walk, Family Fun Day at Mingus Park, Happy Fourth of July, Charleston pancake feed, speedway, Garden Tour, Forest Tour, Farmers Market, Oregon Coast Music Festival Concert in the Park

~Cheryl

**Coos Bay Visitor Information Center
August 2012**

Visitor Counts for the month were:	Coos Bay	4,808
	North Bend	1,895
	Charleston	1,397

Total Volunteer hours for Coos Bay was: 382

Activities for August:

- **Wine Walk**
- **Survey**
- **Website updates**
- **Still working to add to our volunteer base**
- **Put together packets for bus group that came to town**
- **Open extended hours for Blackberry Arts Festival**

Displays in Visitor Center

**Charleston Marine Life Center
Wee Photo**

Reader Board Activity:

Wine Walk, Garden Tour, Working Forest Tours, Farmers market, Circle the Bay Run, Bus Nuts Welcome, Runners on Roadway warning, 50th Gem Show, Shorebird Festival, Blackberry Arts Festival, Zombie Run

~Cheryl

**Coos Bay Visitor Information Center
September 2012**

Visitor Counts for month were:

Coos Bay	3,307
North Bend	1,257
Charleston	2,016

Total Volunteer hours for Coos Bay Center was: 319.5

Activities for the September:

- **Wine Walk**
- **Survey**
- **Website updates**
- **Open extended hours for the Bay Area Fun Festival**
- **Bulk Mailing for VCB**
- **VCB Meeting**
- **Tourism Meeting**

Display s in Visitor Center

**Painted Zebra
South Slough Estuary
Wee Photo**

Reader Board Activity:

Wine Walk, Green and Solar Tour, Bay Area Fun Festival, Parade, Quilt Show, Prefontaine Run, Kids Pre, Cruz the Coos, Teen Idol, Welcome back Students, Shorebird Festival, Dalia Show, Mutt Strut, Farmers Market, Working Forest Tour, Free Hearing Screening, Allegany Days, Sushi Garden Grand Opening

~Cheryl

**Coos Bay Visitor Information Center
October 2012**

Visitor Counts for month were:	Coos Bay	2,019
	North Bend	810
	Charleston	Closed

Total Volunteer hours for Coos Bay Center was: 314

Activities for October:

- **Wine Walk**
- **Survey**
- **Bulk mailing for VCB**
- **VCB Meeting**
- **Tourism Meeting**
- **Web updates**

Displays in Visitor Center

South Slough

Reader Board Activity:

Welcome Oregon's Adventure Coast, Wine Walk, Stand up for the bay, Octoberfish, Young Bucs Concert, Zombie fest, Zombie Prom, Fall Fling of the Arts, Up River Blues, Mud Races, Speedway, Used Book Sale

~Cheryl

**Coos Bay Visitor Information Center
November 2012**

Visitor Counts for month were:	Coos Bay	885
	North Bend	657
	Charleston	Closed

Total Volunteer hours for Coos Bay Center was: 262.5

Activities for November:

- **Wine Walk**
- **Survey**
- **VCB Meeting**
- **Tourism Meeting**
- **Web Updates**
- **Planning for Volunteer appreciation dinner**
- **Attended joint training with VCB and Travel Oregon**
- **Invitations sent**

Displays In Visitor Center

**Pottery from Charleston
South Slough**

Reader Board Activity:

Welcome Oregon's Adventure Coast, Wine Walk, Used book sale, Welcome OAC, Holiday Lights, Holiday Open House, Santa Paws, Nutcracker, Little Ole Opry, Empire tree lighting, Downtown Coos Bay Tree Lighting, Bus Jam 2012

**Coos Bay Visitor Information Center
December 2012**

Volunteer Counts for month were:

Coos Bay	960
North Bend	507
Charleston	Closed

Total volunteer hours for coos Bay Center was: 291

Activities for December:

- **Wine Walk**
- **Survey**
- **Volunteer Appreciation Dinner**
- **Sent Thank you cards for donations to volunteer dinner**
- **Attended the Economic Outlook Forum**
- **RSVP Board**
- **Attended the Oregon Destination Marketing Organization Conference**

Displays In Visitor Center

**Oregon Connection House of Myrtlewood
Oregon Wine Cellars
Painted Zebra
Unique Creations**

Reader Board Activity

Welcome Oregon's Adventure Coast, Wine Walk, Welcome Coast Classic, Welcome Basket Ball Players, Little Ole Opry, Used Book Sale, Bus Jam, Dutch Bros, Welcome Basket Ball Tourney