

**CITY OF COOS BAY CITY COUNCIL**  
**Agenda Staff Report**

MEETING DATE September 3, 2013	AGENDA ITEM NUMBER
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TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant *gm*  
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

# 2013 ECONOMIC INDICATORS

2013	TOURISM REQUESTS	RELOCATION REQUESTS	VISITORS 2013				VISITORS 2012				EMAIL	WEBSITE VISITS: CHAMBER	WEBSITE VISITS: VCB	PRINT ADVERTISING				Madden Media	Eugene Sportsman Show	Medford Sportsman Show
			Coos Bay Center	Coos Bay Center	North Bend Center	Charleston Center	Coos Bay Center	North Bend Center	Charleston Center	Coos Bay				OCVA	Travel Oregon	Oregon Coast	SOVA			
Information compiled by Coos Bay Visitor Center	Coos Bay Center	Coos Bay Center																		
January	17	14	787	487	624	closed	918	624	closed	15	2,424	9,167	13	651						
February	28	13	950	494	706	closed	1,082	706	closed	22	2,608	12,641	17							
March	22	11	1,357	661	574	closed	1,358	574	closed	17	2,473	14,007	16							
April	17	12	1,539	652	704	closed	1,362	704	closed	24	2,862	8,568	30							
May	36	12	2,163	559	815	655	2,173	815	669	23	2,911	11,341	21							1,080
June	21	13	2,804	810	1,583	789	2,773	1,583	1,154	24	2,610	12,152	22							1,098
July	23	21	4,612	939	2,289	1,540	3,850	2,289	1,719	23	1,250	14,887	36							1,251
August					1,895		4,808	1,895	1,397											
September					1,257		3,307	1,257	2,016											
October					810		2,019	810	closed											
November					657		885	657	closed											
December					507		960	507	closed											
YTD	164	96	14,212	4,602	12,421	2,984	25,495	12,421	6,955	148	17,138	82,763	155	651	0	0	0	3,958	1,080	
TOTALS	164	96		21,798				44,871						806				5,038		

Coos Bay Visitor Information Center  
January 2013

Volunteer Counts for Month were:	Coos Bay	787
	North Bend	487
	Charleston	Closed

Total volunteer hours for Coos Bay Center was: 307.5

Activities for January:

- Survey
- Starting work on Spring training for Volunteers
- RSVP Board
- Chamber Banquet
- VCB Meeting
- Tourism Meeting
- Bulk Mailing

Displays in Visitor Center:

The Pottery Company  
Oregon Connection House of Myrtlewood  
Oregon Wine Cellars Etc  
Antique and Collectables

Readerboard:

Date & Time, Welcome to Oregon's Adventure Coast, Winterlude, Spizzwinks, Jason Coleman, upriver blues, wine walk, relay for life, Dutch Bros, Spitfire Grill.

Coos Bay Visitor Information Center  
February 2013

Volunteer Counts for Month were:	Coos Bay	950
	North Bend	494
	Charleston	closed

Total volunteer hours for Coos Bay Center was: 295

Activates for February:

- ✚ Wine Walk
- ✚ Survey
- ✚ VCB Meeting
- ✚ Web Updates
- ✚ Started initial planning for the upcoming tours of Vacation Rentals and B & B's
- ✚ Initial planning meeting for volunteer training
- ✚ RSVP Board Meeting
- ✚ Worked with VCB at Medford Sportsman's Show

Displays in Visitor Center

1. Oregon Connection House of Myrtlewood
2. Pottery Company
3. Oregon Wine Cellars
4. Antiques and Collectables

Reader Board Activity

Welcome OSAA, Good Luck Blanchet, Soroptimist Baby Shower, Miss Coos County, Wine Walk, Dutch Love, Spitfire Grill, Used Book Sale

Coos Bay Visitor Information Center  
March 2013

Visitor Counts for month were:	Coos Bay	1,357
	North Bend	661
	Charleston	Closed

Total Volunteer hours for Coos Bay Center were: 310

Activities for March:

- Wine Walk
- Survey
- Tourism Meeting
- Brunch at This Olde House
- RSVP Board
- FamTour of Charleston with North Bend Manager
- Starting work on Volunteer Training tentative date May 14<sup>th</sup>

Reader Board Activity:

- Wine Walk
- Used Book Sale
- Welcome OSAA
- Good Luck Blanchet
- Miss Coos County Pageant
- Soroptimist Baby Shower
- Jazz Festival
- Team Bucks- bottle drive/car wash and spaghetti feed
- Welcome Bowlers
- Welcome Pro Bowlers
- Blossom Gulch Carnival
- Poker Night
- Celtic Tickets
- Garden Seminar
- Lions Auction
- MHS Spaghetti feed, MHS bottle drive,
- Tow Boat Tours
- Dancing on the Edge
- Welcome Home Vietnam Vets and open house
- Maritime Exhibit

~Cheryl

Coos Bay Visitor Information Center  
April 2013

Visitor Counts for Month were:	Coos Bay	1,539
	North Bend	652
	Charleston	Closed

Total volunteer hours for Coos Bay Center was: 321.5

Activities for April:

- Survey
- Working on volunteer training agenda
- RSVP Board
- Tourism Meeting
- Bulk mailing
- Tour of Vacation homes: Below the Falls, Little Cabin on the River
- Attended Governors Conference on Tourism
- Web updates
- 90<sup>th</sup> birthday party for Charlie Weeks



- Wine Walk

Reader Board Activity:

- Wine walk, Used Book Sale, Rotary Welcome Group Student Exchange Team, South Coast Gold and Outdoor Show, Prefontaine Masters Track & Field, Blossom Gulch Carnival, Celtic Festival, Black Tie Art Auction, Marshfield Bottle Drive for Sr. all night party, Home Show, City Clean up Day, United Way Day of Caring, Music Man



Coos Bay Visitor Information Center  
May 2013

Visitor Counts for month were:	Coos Bay	2,163
	North Bend	559
	Charleston	655

Total Volunteer hours for Coos Bay Center were: 371

Activities for May:

- Very large turnout for the May wine walk at the Coos Bay Center Tall ship days!



- Survey
- Tourism Meeting
- Attended the Oregon State Welcome Center Conference
- Held the volunteer Training at the Coos Bay Fire Hall on May 14<sup>th</sup> 30 attended and we had



some great speakers and updates.

Reader Board activity: Marshfield bottle drive, wine walk, welcome tall ships, Teddy Roosevelt Road Show, Are you Man Enough, Brush Pick-up, Music man, Let's Walk and Talk Together, Dutch Bros MDA Day, Tomato Roma, Farmers Market,



Teddy Roosevelt stopped by the office for a short visit:

Coos Bay Visitor Information Center  
June 2013

Visitor Counts for month were:	Coos Bay	2,804
	North Bend	810
	Charleston	789

Total Volunteer hours for Coos Bay Center were: 294

Activities for June:

- Wine Walk
- Finished Survey
- VCB Meeting
- Downtown walk about with volunteers. North side of Central Ave.
- Bulk mailing
- Greeted 2,804 people at the center

Reader Board Activity:

Wings of Freedom Tour, Lions Pizza Day, Wine Walk, Dolphin Players- Greater Tuna, Second Saturday Arts, Mural unveiling, Welcome Lighthouse Run.

~Cheryl



## Statistics for the Month of January 2013

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

Alabama		Kentucky	3	North Dakota	
Alaska	2	Louisiana		Ohio	
Arizona		Maine		Oklahoma	
Arkansas		Maryland		Oregon	117
California	22	Massachusetts	1	Pennsylvania	2
Colorado		Michigan	2	Rhode Island	
Connecticut		Minnesota	7	South Carolina	
Delaware		Mississippi		South Dakota	1
Dist.of Columbia		Missouri		Tennessee	
Florida		Montana		Texas	1
Georgia		Nebraska		Utah	4
Hawaii		Nevada	2	Vermont	1
Idaho	1	New Hampshire	1	Virginia	
Illinois		New Jersey	1	Washington	9
Indiana		New Mexico	2	West Virginia	
Iowa		New York		Wisconsin	
Kansas		North Carolina		Wyoming	1
Other Countries		Canada	8		
		<b>TOTAL SIGNING</b>	<b>188</b>		

## Statistics for the Month of February 2013

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	
Arizona	1	Maine		Oklahoma	
Arkansas		Maryland		Oregon	122
California	20	Massachusetts		Pennsylvania	
Colorado		Michigan		Rhode Island	
Connecticut		Minnesota	1	South Carolina	
Delaware		Mississippi		South Dakota	
Dist.of Columbia		Missouri		Tennessee	
Florida	1	Montana	2	Texas	9
Georgia		Nebraska	2	Utah	
Hawaii		Nevada	1	Vermont	
Idaho	3	New Hampshire		Virginia	
Illinois		New Jersey		Washington	14
Indiana		New Mexico	1	West Virginia	
Iowa	2	New York	2	Wisconsin	
Kansas		North Carolina		Wyoming	
Other Countries	7	Canada	4	New Zealand	2
		Norway	1		
		<b>TOTAL SIGNING</b>	<b>189</b>		

## Statistics for the Month of March 2013

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

Alabama		Kentucky		North Dakota	
Alaska	3	Louisiana		Ohio	2
Arizona	2	Maine		Oklahoma	2
Arkansas		Maryland		Oregon	161
California	7	Massachusetts	2	Pennsylvania	5
Colorado		Michigan	1	Rhode Island	
Connecticut		Minnesota		South Carolina	
Delaware		Mississippi		South Dakota	
Dist.of Columbia		Missouri		Tennessee	
Florida	2	Montana	3	Texas	2
Georgia		Nebraska		Utah	1
Hawaii		Nevada		Vermont	
Idaho	16	New Hampshire		Virginia	
Illinois		New Jersey		Washington	13
Indiana		New Mexico		West Virginia	
Iowa		New York	4	Wisconsin	
Kansas	3	North Carolina		Wyoming	
Other Countries		Canada	48	Austrailia	6
France	2	Germany	4	England	2
		<b>TOTAL SIGNING</b>	<b>291</b>		

## Statistics for the Month of April 2013

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

Alabama		Kentucky		North Dakota	2
Alaska	7	Louisiana		Ohio	2
Arizona		Maine		Oklahoma	
Arkansas		Maryland		Oregon	160
California	75	Massachusetts		Pennsylvania	
Colorado	12	Michigan	2	Rhode Island	
Connecticut		Minnesota	7	South Carolina	
Delaware		Mississippi		South Dakota	1
Dist.of Columbia		Missouri	2	Tennessee	8
Florida	10	Montana	11	Texas	6
Georgia	2	Nebraska		Utah	3
Hawaii		Nevada	19	Vermont	
Idaho	12	New Hampshire		Virginia	
Illinois	2	New Jersey		Washington	50
Indiana	5	New Mexico	3	West Virginia	
Iowa		New York	2	Wisconsin	
Kansas	2	North Carolina		Wyoming	2
Other Countries	43	Canada	34	Germany	3
England	4	Australia	1	Welches	1
		<b>TOTAL SIGNING</b>	<b>450</b>		

## Statistics for the Month of May 2013

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

Alabama		Kentucky	2	North Dakota	
Alaska	9	Louisiana		Ohio	7
Arizona	20	Maine		Oklahoma	1
Arkansas	2	Maryland	2	Oregon	209
California	97	Massachusetts	6	Pennsylvania	1
Colorado	14	Michigan	4	Rhode Island	4
Connecticut		Minnesota	6	South Carolina	3
Delaware	6	Mississippi	4	South Dakota	
Dist.of Columbia		Missouri	4	Tennessee	1
Florida	19	Montana	9	Texas	8
Georgia	3	Nebraska		Utah	2
Hawaii		Nevada	3	Vermont	
Idaho	10	New Hampshire	2	Virginia	1
Illinois	6	New Jersey	1	Washington	44
Indiana		New Mexico	2	West Virginia	
Iowa	5	New York	8	Wisconsin	
Kansas	5	North Carolina	3	Wyoming	6
Other Countries	106	Canada	54	Australia	12
New Zealand	5	France	9	Thailand	1
Austria	1	Germany	6	Russia	8
		England	5	Switzerland	4
		<b>TOTAL SIGNING</b>	<b>645</b>		

## Statistics for the Month of June 2013

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

Alabama	2	Kentucky		North Dakota	
Alaska	2	Louisiana	6	Ohio	11
Arizona	34	Maine	1	Oklahoma	
Arkansas	4	Maryland	10	Oregon	222
California	174	Massachusetts	2	Pennsylvania	10
Colorado	28	Michigan	4	Rhode Island	
Connecticut		Minnesota	2	South Carolina	2
Delaware		Mississippi	2	South Dakota	2
Dist.of Columbia	8	Missouri	18	Tennessee	13
Florida	23	Montana	11	Texas	16
Georgia	3	Nebraska	9	Utah	14
Hawaii		Nevada	16	Vermont	
Idaho	36	New Hampshire		Virginia	8
Illinois	16	New Jersey	2	Washington	37
Indiana		New Mexico	6	West Virginia	
Iowa	6	New York	6	Wisconsin	6
Kansas	4	North Carolina	7	Wyoming	3
Other Countries	103	Canada	36	Germany	15
Australia	10	Switzerland	1	UK	8
Japan	4	Netherlands	6	Argentina	1
South Africa	2	New Zealand	4	Finland	2
France	7	Denmark	5	Sweden	2
Singapore	2	<b>TOTAL SIGNING</b>	<b>894</b>	Irland	3