

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE February 4, 2014	AGENDA ITEM NUMBER
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TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant

Through: Rodger Craddock, City Manager

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.

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

BUDGET IMPLICATIONS:

N/A

RELATED CITY GOAL:

Council Goals related to "Citizen Education & Involvement."

ACTION REQUESTED:

None

Coos Bay Visitor Information Center
July 2013

Visitor Counts for month were:	Coos Bay	4,612
	North Bend	939
	Charleston	1,540

Total Volunteer hours for Coos Bay Center were: 333

- Wine Walk
- Bulk Mailing
- Web updates
- Put together and ordered shirts for volunteers
- Sold tickets to the Salmon BBQ
- Selling Calendars for the Carousel
- Accepting Applications for the Pre Run

Reader Board activity

Wine Walk, LTOB, Oregon Coast Music Festival, Farmers, Market, Concert at Mingus Park, Salmon BBQ, Egyptian- over the top event, Pricilla Dantas- Hales Center, All about Jazz, 4th annual kayak fishing challenge

~Cheryl

Coos Bay Visitor Information Center
August 2013

Visitor Counts for month were:	Coos Bay	4,416
	North Bend	894
	Charleston	1,597

Total Volunteer hours for Coos Bay Center were: 357.5

Activities for August:

- + Wine Walk
- + Bulk Mailing
- + Web updates
- + Gave out the shirts for the volunteers
- + Selling calendars for the Coquille Carousel
- + Accepting applications for the Pre Run
- + Additional coverage at the center for the Blackberry Arts Festival
- + Working on walking tour of South side of Central Avenue

Reader Board Activities:

Wine Walk, Farmers Market, Working Forest Tour, Second Saturday Art, Blackberry Arts Festival, Charleston Seafood Festival, Town and Country Garden Tour, Gorgeous Gramma Pageant, Sunset Bay Trail Run

Display Area:

1. Oregon Connection
2. Outdoor In
3. Pottery Company

~Cheryl

Coos Bay Visitor Information Center
September 2013

Visitor Counts for month were:	Coos Bay	3,520
	North Bend	669
	Charleston	883

Total Volunteer hours for Coos Bay Center were: 337

Activities for September

- ❖ Wine Walk
- ❖ Accepting Applications for the Pre
- ❖ Selling Calendars for the Coquille Carousel
- ❖ Selling Cookbooks for the Furry Friends
- ❖ Bulk Mailing
- ❖ Web updates
- ❖ RSVP Advisory Board
- ❖ Tourism Meeting
- ❖ VCB Meeting

Reader Board Activity:

Wine Walk, Farmers Market, Used Book Sale, Welcome Nature Printing Society, Working Forest Tours, Music on the Bay, Halloween Trillology, Welcome Zonta, Beach Cleanup, Stand up for the Bay, Bay Area Fun Festival, Pre run, Parade, Cruz the Coos, Teen Idol, Fall Fling of the Arts, Welcome Back Students, Octoberfish, Lapidary Gem Show, Solar Now, Solar Tour, Mutt Strut

Display Area

1. Outdoor In
2. Oregon Connection
3. Pre
4. Quilt Show

I have started a conversation with the Downtown Association to help get the word out about the space in the center that businesses can display; I am hoping that this will help generate interest in having displays in the center.

~Cheryl

Coos Bay Visitor Information Center
October 2013

Visitor Counts for month were:	Coos Bay	2,083
	North Bend	472
	Charleston	Closed

Total Volunteer hours for Coos Bay Center were: 332

Activities for October

- Wine Walk
- Tourism Meeting
- VCB Meeting
- Attended a meeting on Senior Hunger in Oregon
- RSVP Advisory Board
- Selling Cookbooks for the Furry Friends
- Selling Calendars for the Coquille Carousel
- Working on web updates
- Redoing our Church guide
- Sending letters for Clubs and Organizations updates
- Attended marketing meeting (repositioning) for VCB
- Safe Trick or Treat

Reader Board Activity:

Wine Walk, Happy Halloween, Safe Trick or Treat, Octoberfish, See Jane Run, GMC Motor Coach Group Welcome, Welcome Students, Fall Fling of the Arts, Chair-ity Event, Bay Area concert Band-Fall Concert, Farmers Market, 20th Century- Dolphin Players, NB Police Department Haunted House, LTOB Haunted Theatre, Welcome Portland Trailblazers, Happy Halloween, Used Book Sale, Extraordinary Living Conference

Display Area

1. BNT Promotional Products
2. Haven Décor
3. Oregon Connection
4. Outdoor In

~Cheryl

Coos Bay Visitor Information Center
November 2013

Visitor Counts for month were:	Coos Bay	1,076
	North Bend	247
	Charleston	Closed

Total Volunteer hours for Coos Bay Center were: 301.5

Activities for November

- ❖ Wine Walk
- ❖ VCB Meeting
- ❖ RSVP Advisory Board
- ❖ Selling Calendars for the Coquille Carousel
- ❖ Selling Cookbooks for the Fury Friends
- ❖ Web Updates
- ❖ Annual Review
- ❖ Working on updates for clubs and organizations
- ❖ Updates on the church guide
- ❖ Plan for Christmas Party for Volunteers

Reader Board Activity:

Wine Walk, Used book sale, Home for Christmas, Nut Cracker, Old Befana, Dolphin Players Radio Show, Veterans Art Show, Santa paws, Community Dinner, Holiday Lights, Happy Thanksgiving, Bucks for Kids at Dutch Bros

Display Area:

1. Havin Décor
2. Oregon Connection
3. BNT Promotions

~Cheryl

Coos Bay Visitor Information Center
December 2013

Visitor Counts for month were:	Coos Bay	877
	North Bend	297
	Charleston	closed
Total Volunteer hours for Coos Bay Center were:		282.25
Total hours for the year at Coos Bay were:		3,859.4

Activities for December

- ✚ Wine Walk
- ✚ VCB Meeting
- ✚ Selling Calendars for the Coquille Carousel
- ✚ Selling Cookbooks for Fury Friends
- ✚ Held the Christmas Party for Volunteers
- ✚ RSVP Advisory Board
- ✚ Web updates
- ✚ Reader Board
- ✚ Wrapping up the end of the year
- ✚ ODMO Conference

Reader Board Activity:

Holiday Lights, Bus Jam, Old BeFana, Free Fit Camp, toy Run, Merry Christmas, Christmas Concert, Santa Paws, Wine Walk, Book Sale, Train display, Christmas Concert, Happy New year, Bucks for kids, Home for Christmas Concert.

Display Area:

1. BNT Promotions
2. Oregon Connection
3. Havin Décor

~Cheryl

Statistics for the Month of July 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	4	Ohio	10
Arizona	61	Maine	4	Oklahoma	4
Arkansas		Maryland	6	Oregon	367
California	356	Massachusetts	4	Pennsylvania	20
Colorado	27	Michigan	10	Rhode Island	
Connecticut	6	Minnesota	21	South Carolina	
Delaware		Mississippi	2	South Dakota	4
Dist.of Columbia		Missouri	12	Tennessee	
Florida	11	Montana	8	Texas	51
Georgia	2	Nebraska	8	Utah	20
Hawaii	9	Nevada	65	Vermont	
Idaho	31	New Hampshire		Virginia	10
Illinois	9	New Jersey	1	Washington	73
Indiana		New Mexico	16	West Virginia	6
Iowa	2	New York	7	Wisconsin	5
Kansas	2	North Carolina	8	Wyoming	15
Other Countries	199	Canada	96	Australia	11
Amsterdam	2	Sweden	3	Germany	23
New Zealand	1	India	1	Belgium	4
Denmark	7	Japan	2	UK	14
France	5	England	1	Argentina	2
Switzerland	6	TOTAL SIGNING	1,477	Netherlands	8
Ireland	3	Mexico	4	Singapore	3
Spain	3				

Statistics for the Month of August 2013

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

Alabama	1	Kentucky	4	North Dakota	
Alaska	4	Louisiana	8	Ohio	6
Arizona	34	Maine		Oklahoma	4
Arkansas	2	Maryland	3	Oregon	267
California	164	Massachusetts	2	Pennsylvania	2
Colorado	9	Michigan	5	Rhode Island	4
Connecticut	5	Minnesota	14	South Carolina	7
Delaware	6	Mississippi	4	South Dakota	6
Dist.of Columbia		Missouri	13	Tennessee	
Florida	23	Montana	5	Texas	29
Georgia	9	Nebraska	4	Utah	19
Hawaii	5	Nevada	17	Vermont	
Idaho	33	New Hampshire		Virginia	2
Illinois	7	New Jersey	2	Washington	81
Indiana	4	New Mexico	9	West Virginia	
Iowa	2	New York	9	Wisconsin	1
Kansas		North Carolina	4	Wyoming	2
Other Countries	206	Canada	149	England	11
France	5	China	4	Holland	2
Ireland	2	South Africa	2	Germany	12
Scotland	1	Mexico	3	Chili	2
Australia	2	Russia	1	Sierra Leone	1
Singapore	2	TOTAL SIGNING	1,047	Phillippines	1
UK	4			New Zealand	2

Statistics for the Month of September 2013

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

Alabama		Kentucky	6	North Dakota	
Alaska	5	Louisiana		Ohio	15
Arizona	32	Maine		Oklahoma	8
Arkansas	3	Maryland		Oregon	159
California	146	Massachusetts		Pennsylvania	8
Colorado	43	Michigan	21	Rhode Island	
Connecticut		Minnesota	5	South Carolina	9
Delaware	2	Mississippi		South Dakota	2
Dist.of Columbia		Missouri	4	Tennessee	2
Florida	12	Montana	10	Texas	20
Georgia	4	Nebraska	5	Utah	12
Hawaii	6	Nevada	29	Vermont	
Idaho	38	New Hampshire		Virginia	8
Illinois	5	New Jersey	4	Washington	62
Indiana	18	New Mexico	5	West Virginia	
Iowa		New York	13	Wisconsin	10
Kansas	4	North Carolina	2	Wyoming	8
Other Countries	194	Canada	118	Mexico	6
Germany	14	Norway	3	England	6
Netherlands	4	France	10	South Africa	3
Switzerland	6	UK	12	Belgium	2
Australia	7	Columbia	1	Sweden	1
		TOTAL SIGNING	939		

Statistics for the Month of October 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	9	Louisiana	6	Ohio	2
Arizona	10	Maine		Oklahoma	
Arkansas	8	Maryland		Oregon	178
California	98	Massachusetts	2	Pennsylvania	
Colorado	17	Michigan	4	Rhode Island	
Connecticut	2	Minnesota	2	South Carolina	
Delaware		Mississippi	3	South Dakota	
Dist.of Columbia	2	Missouri		Tennessee	
Florida	8	Montana	10	Texas	13
Georgia		Nebraska	2	Utah	13
Hawaii	2	Nevada	12	Vermont	
Idaho	22	New Hampshire		Virginia	3
Illinois	5	New Jersey		Washington	39
Indiana		New Mexico		West Virginia	2
Iowa	8	New York	4	Wisconsin	2
Kansas	2	North Carolina	3	Wyoming	2
Other Countries	90	Canada	57	Germany	7
Switzerland	4	France	2	Australia	3
China	2	Singapore	3	Italy	2
Spain	4	Tinidad	1	Denmark	2
Hungary	1			Mexico	2
		TOTAL SIGNING	584		

Statistics for the Month of November 2013

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	
Arizona		Maine		Oklahoma	
Arkansas	3	Maryland		Oregon	119
California	54	Massachusetts		Pennsylvania	1
Colorado	2	Michigan	1	Rhode Island	
Connecticut		Minnesota		South Carolina	
Delaware		Mississippi		South Dakota	2
Dist.of Columbia		Missouri		Tennessee	2
Florida		Montana	2	Texas	2
Georgia		Nebraska	2	Utah	2
Hawaii	2	Nevada	1	Vermont	
Idaho	7	New Hampshire		Virginia	3
Illinois		New Jersey		Washington	11
Indiana		New Mexico		West Virginia	
Iowa		New York	1	Wisconsin	2
Kansas		North Carolina	1	Wyoming	
Other Countries		Canada	8	Greece	1
		Argentina	1		
		TOTAL SIGNING	234		

Guestbook December 2013

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

Alabama		Kentucky		North Dakota	
Alaska	4	Louisiana		Ohio	
Arizona		Maine		Oklahoma	
Arkansas		Maryland	2	Oregon	121
California	29	Massachusetts		Pennsylvania	
Colorado		Michigan	4	Rhode Island	
Connecticut		Minnesota	1	South Carolina	
Delaware	4	Mississippi		South Dakota	
Dist.of Columbia		Missouri		Tennessee	1
Florida	4	Montana	2	Texas	1
Georgia	2	Nebraska		Utah	
Hawaii	2	Nevada	3	Vermont	
Idaho	2	New Hampshire		Virginia	
Illinois		New Jersey		Washington	11
Indiana		New Mexico	2	West Virginia	
Iowa		New York		Wisconsin	
Kansas		North Carolina		Wyoming	
Other Countries	18	Canada	13	Nova Scotia	2
Czech Republic	1	Amsterdam	1	Japan	1
		TOTAL SIGNING	213		

2013 ECONOMIC INDICATORS

2013	TOURISM REQUESTS	RELOCATION REQUESTS	VISITORS 2013				VISITORS 2012				EMAIL	WEBSITE VISITS: CHAMBER	WEBSITE VISITS: VCB	PRINT ADVERTISING					Eugene Sportsman Show	Madden Media	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 / Via Mag.	SOVA									
Information compiled by Coos Bay Visitor Center																									
January	17	14	787	487	624	918	closed	15	2,424	9,167	13	651													
February	28	13	950	494	706	1,082	closed	22	2,608	12,641	17														
March	22	11	1,357	661	574	1,358	closed	17	2,473	14,007	16														
April	17	12	1,539	652	704	1,362	closed	24	2,862	8,568	30														
May	36	12	2,163	559	815	2,173	669	23	2,911	11,341	21													1,080	
June	21	13	2,804	810	1,583	2,773	1,154	24	2,610	12,152	22														
July	23	21	4,612	939	2,289	3,850	1,719	23	1,250	14,887	36														
August	31	13	4,416	894	1,895	4,808	1,397	32	2,647	12,966	35														
September	11	13	3,520	669	1,257	3,307	2,016	25	2,391	8,971	6														
October	10	17	2,083	472	810	2,019	closed	14	1,900	7,831	18														
November	19	4	1,076	247	657	885	closed	17	1,625	7,621	7														
December	14	10	877	297	507	960	closed	16	1,407	9,528	8														
YTD	249	153	26,184	7,181	12,421	25,495	6,955	252	27,108	129,680	229	651	110	0	0	0	5,284	1,080							
TOTALS	249	153	38,829				44,871					990				6,364									