

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
February 17, 2015	

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 2014

Visitor Counts for month were:	Coos Bay	4,629
	North Bend	1,061
	Charleston	1,321

Total Volunteer hours for Coos Bay Center were: 347

Activity for July:

- Wine Walk
- VCB Meeting
- Web updates
- Set a date for volunteers from all centers to have a thank you lunch at Rodeo Steakhouse

Reader Board

Wine Walk, Farmers Market, Music Festival, Maritime fundraiser, Art Museum Exhibit

Display

1. Oregon Bay Properties
2. Vern's pen and ink
3. Hair Company
4. Oregon Coast Music Festival

~Cheryl

Coos Bay Visitor Information Center
August 2014

Visitor Counts for month were:	Coos Bay	4,948
	North Bend	1,183
	Charleston	1,332

Total Volunteer hours for Coos bay Center were: 358

Activity for August:

- Wine Walk
- VCB Meeting
- Web Updates
- Luncheon for all volunteers at Rodeo Steakhouse
- Blackberry Arts Festival additional open hours
- Ad Subcommittee meeting
- Stop on Poker Run for Monaco Rally at the Mill Casino

Reader Board

Farmers Market, Wine Walk, Surfrider Beach Cleanup, Blackberry Arts, Clue, Welcome to Coos Bay, Seafood Festival, Music on The Bay, Big Kahuna Swim meet

Display

1. Pen and Ink by Vern
2. Hair Company
3. Oregon Bay Properties

~Cheryl

Coos Bay Visitor Information Center
September 2014

Visitor Counts for month were:	Coos Bay	3,427
	North Bend	800
	Charleston	1,036

Total Volunteer hours for Coos Bay Center were: 358

Activity for September:

- Wine Walk
- Heritage Conference Meeting
- Councilman Leahy volunteered a few hours
- End of Sumer BBQ for Volunteers
- Bay Area Fun Festival
- SCEBEC- talk about volunteering
- Calendar meeting at NB Library- community calendar

Reader Board

Wine Walk, Fall Fling of the Arts, Dolphin Players, Labor Day Picnic, Fun Festival, Cruz the Coos, Quilt Show, Prefontaine Memorial Run, Mall Market, Fun Festival Parade, Pre for Kids, Teen Idol Finals, Rock and Gem Show Farmers Market, Welcome to Coos Bay, Clue, Stand up for the Bay, Welcome Students

Display

1. Love my Size
2. BACAPA
3. Hair Company
4. Coos Art Museum

~Cheryl

Coos Bay Visitor Information Center
October 2014

Visitor Counts for month were:	Coos Bay	1,979
	North Bend	497
	Charleston	Closed for the season

Total Volunteer hours for the Coos Bay Center were: 355

Activity for October:

- Wine Walk
- Grant Writing Class started on the 8th
- Grant Writing Class on the 29th
- District 2 North West Regional Soroptimist Conference (Bend)
- Updates to web
- Letters back from Clubs
- Finishing updates on Green Book

Reader Board

Welcome to Coos Bay, Wine Walk, Farmers Market, Geology Lecture Series, Auditions for Dolphin Players, Scare Away Hunger Haunted House, Safe Trick or Treat, School for Lies, Carnival LTOB, Fall Home and Decorating Show

~Cheryl

Coos Bay Visitor Information Center
November 2014

Visitor Counts for month were:	Coos Bay	1,036
	North Bend	288
	Charleston	Closed

Total Volunteer Hours for the Coos Bay Center were: 309.5

Activity for November:

- 📅 Wine Walk
- 📅 Grant Writing Class
- 📅 Updates on web
- 📅 Working on Clubs and Organizations Book
- 📅 Green Book
- 📅 Started planning for Volunteer Christmas Party

Reader Board

Welcome to Coos Bay, Santa Paws, Thanksgiving Community Dinner, Wine Walk, Geology Lecture Series, Date/Time, Veterans Art Show, School for Liars Dolphin Players, train Display, Happy Thanksgiving, Coos Bay Tree Lighting, Shop Small, Caroling on the Boardwalk, Santa Arrival

~Cheryl

Coos Bay Visitor Information Center
December 2014

Visitor Counts for month were:	Coos Bay	997
	North Bend	263
	Charleston	Closed

Total Volunteer Hours for the Coos Bay Center were: 264

Activity for December:

- Wine Walk
- Held the Volunteer Christmas dinner with 19 in attendance
- Grant Writing class cancelled for this month
- Continuing work on Clubs and Organizations guide waiting on responses from letters that were sent out
- Attended the ODMO Conference (Oregon Destination Marketing Organization)
- Attended Economic Outlook Forum (EOF)
- Worked on end of the year Statistical Information

Reader Board Activities

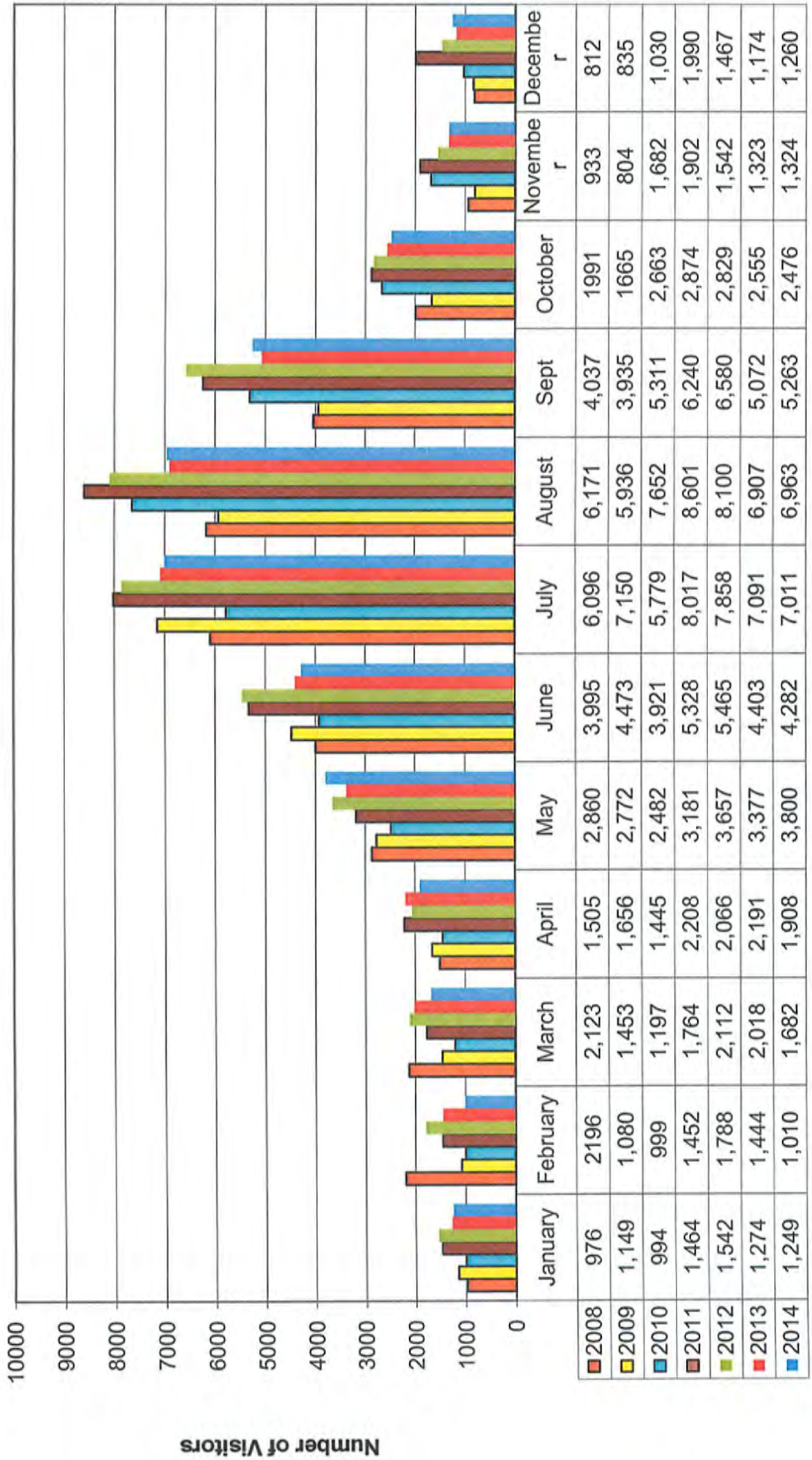
Welcome to Coos Bay, Toy Run, Date/Time, Merry Christmas, Train Display, Marshfield Christmas, Holiday Lights, Wine Walk, Used book sale, Littlefield Concert, Bus Jam, Dutch Bros- Bucks for kids
Happy New Year

~Cheryl

		STATISTICS FOR THE MONTH OF DECEMBER 2014						
VISITORS	COOS BAY	997	TOURISM		RELOCATION			
	NORTH BEND	263	TOURISM REQUESTS		RELOCATION REQUESTS			
	CHARLESTON	closed	BROCHURES SENT		BROCHURES SENT			
VISITORS TO CHAMBER WEB SITE		1,733						
VISITORS TO VCB WEBSITE		11,125						
		Tourism: e-mail requests						
ADVERTISING								
TOTAL ADVERTISING REQUESTS		10						
STATE	T	R	A	STATE	T	R	A	
(AL) ALABAMA				(MT) MONTANA	2			
(AK) ALASKA				(NE) NEBRASKA				
(AR) ARKANSAS				(NV) NEVADA				
(AZ) ARIZONA		2	1	(NH) NEW HAMPSHIRE				
(CA) CALIFORNIA		3	2	(NJ) NEW JERSEY				
(CO) COLORADO				(NM) NEW MEXICO				
(CT) CONNECTICUT				(NY) NEW YORK				
(DE) DELAWARE				(NC) NO. CAROLINA				
(DC) DISTRICT OF COLUMBIA				(ND) NORTH DAKOTA		1		
(FL) FLORIDA			1	(OH) OHIO				
(GA) GEORGIA				(OK) OKLAHOMA		1		
(HI) HAWAII				(OR) OREGON	4	1	1	
(ID) IDAHO	1		2	(PA) PENNSYLVANIA				
(IL) ILLINOIS				(RH) RHODE ISLAND				
(IN) INDIANA				(SC) SO. CAROLINA				
(IA) IOWA				(SD) SO. DAKOTA				
(KS) KANSAS				(TN) TENNESSEE				
(KY) KENTUCKY	1			(TX) TEXAS				
(LA) LOUISIANA				(UT) UTAH		1		
(ME) MAINE				(VT) VERMONT				
(MD) MARYLAND				(VA) VIRGINIA	1			
(MA) MASSACHUSETTS				(WA) WASHINGTON		12	1	
(MI) MICHIGAN				(WV) WEST VIRGINIA				
(MN) MINNESOTA				(WI) WISCONSIN				
(MI) MISSISSIPPI				(WY) WYOMING				
(MO) MISSOURI			1	OTHER COUNTRIES				
TOTALS	2	5	7	TOTALS	8	14	3	

Visitor Counts

Coos Bay/North Bend/Charleston Visitor Centers



■ 2008
 ■ 2009
 ■ 2010
 ■ 2011
 ■ 2012
 ■ 2013
 ■ 2014