

CITY OF COOS BAY CITY COUNCIL

Agenda Staff Report

MEETING DATE August 1, 2017	AGENDA ITEM NUMBER 4.
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TO: Mayor Benetti and City Councilors

FROM: Jackie Mickelson, Executive Assistant

THROUGH: Rodger Craddock, City Manager

ISSUE: Semi-Annual Report on Visitor Information Center by Executive Director Timm Slater

SUMMARY:

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.

ACTION REQUESTED:

None.

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:

None.

ATTACHMENT(S):

- Graphic Indicator Stats 2017
- VIC Report - Jan. - June 2017

2017 ECONOMIC INDICATORS

2017 Information compiled by Coos Bay Visitor Center	TOURISM REQUESTS	RELOCATION REQUESTS	VISITORS 2017			VISTORS 2016			EMAIL	WEBSITE VISITS: CHAMBER	WEBSITE VISITS: VCB	PRINT ADVERTISING						
												OCVA	Travel Oregon	Oregon Coast / Via Mag.	SOVA			
			Coos Bay Center	North Bend Center	Charleston Center	Coos Bay Center	North Bend Center	Charleston Center								Coos Bay		
January	18	13	708	281	closed	717	303	closed	32	6,919	8,318	11						
February	20	10	849	274	closed	889	333	closed	16	5,521	7,723	0						
March	17	11	1,301	453	closed	1,306	547	closed	19	7,581	9,685	0						
April	18	7	1,190	428	closed	1,616	438	closed	20	6,954		0						
May	19	9	2,127	534	513	2,155	647	726	28	7,286		0						
June	14	14	2,796	928	1,590	2,919	747	824	32	6,168		16						
July						3,812	1,023	1,235										
August						4,443	898	1,167										
September						3,168	830	907										
October					closed	1,697	424	closed										
November					closed	975	341	closed										
December					closed	1,023	292	closed										
YTD TOTALS	106	64	8,971	2,898	2,103	24,720	6,823	4,859	147	40,429	25,726	27	0	0	0	0	0	0
				13,972			36,402											0

**Coos Bay Visitor Information Center
Bi-Yearly Operations Report
January through June 2017**

I. Tourism

- In the first half of 2017 we had 8,971 folks visit the VIC. That is 631 people less than our 2016 numbers for the same period.
- In the last 6 months we recorded visitors from every state except Delaware, Mississippi and Iowa. Additionally we recorded visitors from 26 other countries. Remember not everyone signs our guest register book as well.

II. The center itself

- The VIC serves as a staging area for many events, from the First Friday Wine Walk, to the 101 Clean Up Brigade to the 4th of July fireworks celebration, just to name a few.
- The conference room is steady use by a variety of city and non-profit groups for their meetings. Probably second in organization popularity to the Fire Station Conference room.
- The electronic reader board is, additionally, a popular and well used feature which displayed 74 unique messages over the past six months with a consistent display of “Welcome to Coos Bay”.
- The central display area featured 5 different businesses over the last 6 months. We continue to remind local businesses, through the CBDA and Cheryl’s direct contacts, about this unique opportunity. Here’s a chance to let thousands of folks know about your business or event.
- Local history books, state and federal park passes and some other materials available.
- City staff support is timely and excellent

III. The Volunteers

- Currently have 18 regulars, having added four new volunteers. They serve 2—4 hours shifts per week day and one 4 hour piece on Saturday with a similar shift on Sunday during the “summer”.
- Extra hours were added for the Memorial Day.

- Planning for the formal annual training for CB VIC volunteers was done with a focus for the training later this summer.
- Volunteers recorded 1,680 hours of work

IV. Cheryl Crockett—our coordinator

- Completed her 14th year as our Visitor Services Coordinator.
- Established and maintains a Coos Bay Visitor Center Facebook page.
- Focused on keeping our resource material up to date by revising and refining the Green Book—center reference guide to all questions.
- Provided support to the CB NB VCB in meeting their information requests.
- Promoted excellence, as she continuously reviewed, and applied, the list of needed volunteer refresher training for both structured sessions and daily use.
- Completed the Ford Family Foundation Leadership program.

V. 2017 Goals (besides excellent, cost effective operation)

- Continue to build up the volunteer corps to ensure at least two folks on each shift.
- Regularly review current community events, operating focus, policies and procedures with our volunteers.
- Identify additional training opportunities for our volunteers which will enable them to be more effective. Hold one those sessions during the upcoming year.
- Work on engaging the two other visitor centers in our area in mutually developing training sessions that promote the best visitor experience.

VI. Looking to the Future

With the hiring of a new Executive Director at the CB NB VCB, the establishment of a county wide tourism board with finances, the location of OCVA & OSU Extension tourism folk on the south coast and the pursuit of Rural Tourism Studio projects, we expect to enter a golden age of tourism growth here in the Coos Bay Area.