

Yachats Chamber of Commerce

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Tourism Promotion & Visitor Center

January- March 2023

Quarterly Report

Off Season Events	<p>Spring Art & Craft Fair- The return of the Spring Art & Craft Fair is set for March 25th & 26th, 2023, at the Yachats Commons. We have a complete vendor lineup and expect good attendance. The vendor is listed on www.yachats.org</p> <p>Yachats Sip n Stroll- On April 15th, the Chamber is set to host the first Yachats Sip n Stroll, featuring wineries and brews in local businesses, providing tastes for tickets they will have pre-purchased and picked up along with a map from the Commons.</p> <p>This wine walk-type event will draw people into Yachats and the shops to enjoy tastes of Pacific Northwest wines and shopping.</p> <p>We are looking at 15 businesses to participate that are being matched with boutique wineries and breweries.</p> <p>The Chamber has arranged to utilize the Sea-Aire bus to help transport people from the North end of town to the South.</p> <p>La De Da & 4th of July- Not off-season, but an event the Chamber is integral in. We have signed the Fireworks contract and made the first payment. The Fireworks are set for July 4th. We will also start accepting La De Da Parade applications this month. We are also considering the feasibility of hosting an event in the commons green space between the parade and fireworks.</p> <p>2023 Mushroom Festival- Brainstorming and preparations are starting for the Mushroom Festival slated for October 20-22, 2023,</p> <p>Christmas Tree Lighting & Cocoa Stroll- Brainstorming and planning are underway to connect a small business season and buying local while getting in the Holiday spirit in Yachats surrounding the tradition of the Christmas Tree Lighting.</p>
Chamber Update	<p>Chamber membership baseline assessment- We took an assessment to find out how many paid memberships there were. In 2021 & 2022, only a few businesses renewed. We started the rebuild with five current members. Now we have 42 and growing.</p> <p>Redesign of membership benefits package- We designed new membership benefits and a brochure for interested businesses and individuals.</p>

	<p>Website- The Chamber website officially went live the first week of February. The final integration of our Chamber Member database & the website has been integrated. It now lists members; members can log in to a member info hub, edit their descriptions, add a photo gallery, google map links, and add events to the community calendar.</p> <p>Chamber Mixers- The first Chamber mixer was held on January 24th at the Adobe Resort. There were over 90 people that attended; we shared information about the direction of the Chamber and the new website. The Adobe shared their upcoming changes.</p> <p>Our next Chamber Mixer will be on March 21st at the Overleaf Resort. The Oregon Coast Community College will present about their Small Business Development Center programs and how they can help Yachats Area small businesses. OCCC will give our businesses four topics they want to learn more about. We will send a survey to hear the most critical topic to our small businesses. On May 15th, they will return and give a more detailed workshop to businesses on the subject they voted on.</p>
<p>Outreach/Networking</p>	<p>Business Networking- We are reaching out to the small shops, galleries, and businesses to meet and talk about how the Chamber can support them.</p> <p>Cape Perpetua Collaborative- They are building their first Board of Directors group; Bobbi was asked to be a Cape Perpetua Collaborative board member. Their first board meeting is going to be on March 22nd.</p>
<p>Partnerships/ Collaboration</p>	<p>View of the Future- As we build our new website, we must share our complete and accurate history, including the history of our first people. We will share the information that View of the Future has gathered as the Siletz Confederate Tribe supports it. <i>*This is a continued effort</i></p> <p>Cape Perpetua Collaborative- We are discussing collaboration with the Caper Perpetua Collaborative on our tourism messaging. We must be sharing a message of stewardship and education to potential visitors on how to respectfully and safely enjoy our beautiful home and home to millions of species.</p> <p>Cape Perpetua Forest Service- The Chamber has collaborated with the Forest Service to have permission to print their official trail guide to give out at the Visitors Center. The Forest Service has stopped providing printed material to anyone but visitors to their visitors center.</p> <p>As information about Caper Perpetua is one of the most popular inquiries at the Visitors Center, this is very important to provide. <i>*We printed these in January at the cost of the VC and have been giving them out in the Visitor Center</i></p>

<p>Regional & State Activities</p>	<p>Travel Oregon Grant- Yachats and six other coastal communities were awarded grants from Travel Oregon to have Wheel the World come and do accessibility audits for hotels, restaurants, and trails. They will then be listed on the Wheel the World website, sharing what level of accessibility they are. Any level is good to share; this is meant to be a positive experience and outcome, sharing Yachats as a caring community.</p> <p>Veronica from Wheel the World is on the Oregon Coast this week; we have connected business owners with Veronica to start the process.</p> <p>State of Oregon Governors Conference on Tourism -Travel Oregon invited me to be a panel moderator at the 2023 Conference; the topic is called “Growing Accessible Destinations” my panel is Kelcie Miller-Anderson, @TheChronicExplorer, Will Cortez (he/him/siya), Accessibility Project Manager, Metro Parks & Nature and Syren Nagakyrie (they/them), Disabled Hikers</p> <p>The Conference takes place in Portland on April 2-5, 2023</p>
<p>Advertising Negotiation</p>	<p>OC Waves- We featured the Arts & Crafts event in the March OC Waves. It is distributed from Cannon Beach to Cresent City in stores, Visitor Centers, hotels, and restaurants, as well as Portland to Cottage grove in Market of Choice and New Seasons.</p> <p>Here & Now- We are contracted to have six pages in the 2023 Here and Now guide, with 60,000 copies printed and distributed in 180 locations, including over 86 hotel properties from Astoria to Yachats. This will be released and distributed at the end of March.</p> <p>Oregon Coast Visitors Association Inspiration Guide- Our 1/2 page Ad has been submitted. We also have a banner Ad in their e-Newsletter.</p> <p>Travel Oregon- We have submitted art for our 1/3 page Ad.</p> <p>Willamette Living- We have signed up for quarterly Ads.</p> <p>Yachats News- We have a contract to highlight upcoming events throughout the year with Advertising.</p> <p>Oregon Coast Today- In the first week of March, their Spring quarterly magazine featured Yachats on the Cover page. And a two-page centerfold article on a day in Yachats. Outdoor activity, walking the 804 trail, enjoying local fare, and staying with an Oceanfront view.</p>

<p>Promotional Material</p>	<p>2023 Tide Books- Printed the first week of January.</p> <p>Walking Guides- Looking to create this in May</p> <p>Cape Perpetua Maps printed 1,000 copies for the Visitors Center</p> <p>Brought in regional travel pieces, Travel Oregon, Oregon Coast, Lane County, Bend Oregon, Newport, OC Waves, Here & Now, and more.</p>
<p>Visitor Center</p>	<p>January 2023: The total count was 558</p> <p>February 2023: The total count was 431 visitors, with the highest day being Saturday, February 18th, with 64 people, and the lowest being Monday, February 13th, with 4 people.</p>
<p>Social Media</p>	<p>January 1 - March 8th Facebook reach was 14,495 Instagram reach was 7,348</p> <p>Facebook page visits 838 Instagram page visits 453</p> <p>Facebook new likes 101 Instagram new follows 100</p> <p>Overall social activity was down a little in February; January was tracking well and picking back up in March.</p>
<p>Conference group reach out and start-up</p>	<p>Ideas: Electric Vehicle Conference/Car show, Native Plants event, Homesteaders conference, Arts & Crafts events, OSU meetings</p>