

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
February 16, 2016	

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

ACTION REQUESTED:

None

**Coos Bay Visitor Information Center
Bi-Yearly Operations Report
July through December, 2015**

I. Tourism

- In the second half of 2015 we had 15,584 folks visit the VIC. That is 932 people less than our 2014 numbers for the same period.
- In the last 6 months we recorded visitors from every state except New Jersey, and 32 countries. We have to remind folks to sign our guest register book.

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 Tall Ship 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 81 unique messages over the past six months with a consistent display of "Welcome to Coos Bay".
- The central display area featured 7 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
- We continue to work on the transient challenges as they impact the center.

III. The Volunteers

- Currently have 17 regulars, having added a new volunteer. 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 July 4th celebration, Blackberry Arts and the Fun Festival.
- All were outfitted with new Volunteer shirts for work at the center.

- Volunteers recorded 1,986 hours of work

IV. Cheryl Crockett—our coordinator

- Supported the monthly Wine Walk. Was active in Blackberry Arts and Fun Festival preparations.
- 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.
- Honored and celebrated the volunteers service, in summer and winter, with potlucks and BBQs held at her home.
- Provided support to the CB NB VCB in meeting their information requests.
- Promoted continued excellence, as she assembled a list of needed volunteer refresher training for regular use.

V. Goals (besides excellent, cost effective operation)

- Regularly review current community events, operating focus, policies and procedures with our volunteers.
- Detail, in writing, the processes for: 1) training of new volunteers, 2) shift starting procedure & regular reinforcement training of volunteers and 3) organization of the bi-yearly training meeting—purpose, expectation and execution.
- Actively work to recruit new volunteers with a goal to have enough of them to assure 2 per shift.
- With additional training opportunities for our volunteers which enable them to be more effective identified, hold at least one of those sessions during the upcoming year.
- Identify and participate in, with approval, skill and knowledge enhancing educational opportunities for the coordinator.

2015 ECONOMIC INDICATORS

2015	TOURISM REQUESTS	RELOCATION REQUESTS	VISITORS 2015			VISITORS 2014			EMAIL	WEBSITE VISITS: CHAMBER	WEBSITE VISITS: VCB	PRINT ADVERTISING						
			Coos Bay Center	North Bend Center	Charleston Center	Coos Bay Center	North Bend Center	Charleston Center				OCVA	Travel Oregon	Oregon Coast / Via Mag.	SOVA	Eugene Sportsman Show	Madden Media	Medford Sportsman Show
Information compiled by Coos Bay Visitor Center	Coos Bay Center	Coos Bay Center	Coos Bay Center	North Bend Center	Charleston Center	Coos Bay Center	North Bend Center	Charleston Center	Coos Bay									
January	21	16	1,019	280	closed	938	311	closed	27	2,369	12,641	17						
February	18	18	966	290	closed	751	259	closed	25	2,316	13,400	30						
March	27	16	1,595	429	closed	1,370	312	closed	26	2,471	15,401	31						
April	21	13	1,407	445	closed	1,510	398	closed	24	2,083	13,212	23						
May	16	13	2,234	507	667	2,668	480	652	23	1,217	15,756	15						
June	17	18	3,024	787	957	2,776	676	830	32	1,396	13,909	15						
July	18	26	4,307	953	1,502	4,629	1,061	1,321	37	5,360	19,544	35						
August	15	16	4,318	1,010	1,815	4,448	1,183	1,332	30	5,252	15,172	18						
September	8	20	3,053	780	802	3,427	800	1,036	17	5,134	11,834	16						
October	17	18	2,033	587	closed	1,979	497	closed	27	7,270	6,952	22						
November	9	6	1,010	331	closed	1,036	288	closed	11	1,640	6,313	5						
December	11	9	863	278	closed	997	263	closed	20	3,999	8,382	13						
YTD TOTALS	198	189	25,829	6,677	5,743	26,529	6,528	5,171	299	40,507	152,516	240	0	0	0	0	0	0
	198	189	38,249	38,249		38,228	38,228					240	0	0	0	0	0	0