

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE August 16, 2016	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

ACTION REQUESTED:

None

**Coos Bay Visitor Information Center
Bi-Yearly Operations Report
January through June, 2016**

I. Tourism

- In the first half of 2016 we had 9,602 folks visit the VIC. That is 643 people less than our 2015 numbers for the same period.
- In the last 6 months we recorded visitors from every state except Vermont, Mississippi and Arkansas. Additionally, we recorded visitors from 27 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 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 79 unique messages over the past six months with a consistent display of “Welcome to Coos Bay”.
- The central display area featured 4 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 Tall Ships event and Memorial Day.

- The annual training for all VIC volunteers was June 21st at the Marine Life Center in Charleston, with the day finished at the South Slough Reserve. All three centers participated.
- Volunteers recorded 1,899.5 hours of work

IV. Cheryl Crockett—our coordinator

- Completed her 13th 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 the list of needed volunteer refresher training for both structured sessions and daily use.
- Participated in the Ford Family Foundation Leadership program.
- Was recognized, as the Soroptimist president, at the Chamber Awards Banquet for the excellent contributions of the Soroptimists to our community.

V. 2016 Goals (besides excellent, cost effective operation)

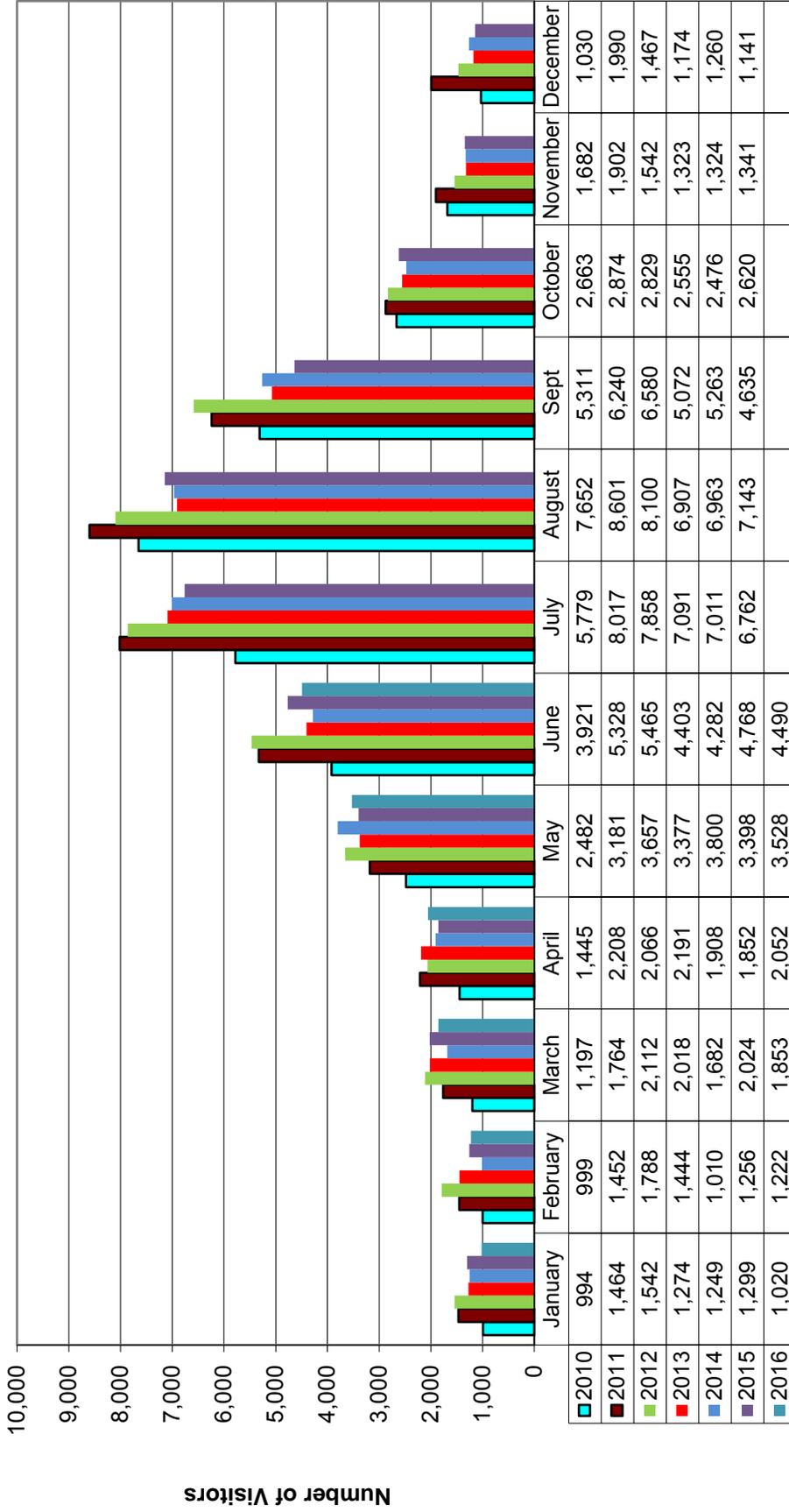
- Regularly review current community events, operating focus, policies and procedures with our volunteers.
- Detail, in writing, the processes for: a) training of new volunteers, b) shift starting procedure & regular reinforcement training of volunteers, and c) organization of the bi-yearly training meeting—purpose, expectation and execution.
- Identify and participate in, with approval, skill and knowledge enhancing educational opportunities for herself.
- Identify additional training opportunities for our volunteers which will enable them to be more effective. Hold one those sessions during the upcoming year.

VI. 2016 and beyond

The Coos Bay Visitor Information Center enters a new phase of both visitor information on site and through the advertising media. The Bay Area Chamber of Commerce looks forward to the opportunity to be a partner with the City in that effort.

Visitor Counts

Coos Bay/North Bend/Charleston Visitor Centers



2010 2011 2012 2013 2014 2015 2016