



WORK SESSION

AGENDA

**City Commission of the City of Warrenton
Tuesday, March 22, 2022 – 5:30 P.M.
Warrenton City Commission Chambers
225 South Main Avenue
Warrenton, OR 97146**

- 1. Call to Order**
- 2. Roll Call**
- 3. Astoria-Warrenton Chamber of Commerce Update – David Reid, Executive Director**
- 4. Adjourn**

Warrenton City Hall is accessible to the disabled. An interpreter for the hearing impaired may be requested under the terms of ORS 192.630 by contacting Dawne Shaw, City Recorder, at 503-861-0823 at least 48 hours in advance of the meeting so appropriate assistance can be provided.

Astoria-Warrenton Area Chamber of Commerce

Membership numbers have remained strong so far this fiscal year with a mixture of new businesses and existing businesses joining. We have been holding live networking events with a variety of health precautions in place. Great Columbia Crossing 10k race was held live in October 2021 at 2/3 normal capacity to avoid crowding on shuttle buses. The event was a success for the Chamber and brought visitors to local hotels and businesses during the shoulder season again.

We continue to supply PPE to businesses whether they are Chamber members or not. To date, nearly 3 tons of PPE has been distributed to local businesses and organizations.

The Astoria Warrenton Crab, Seafood and Wine Festival will be live this year, after a two-year hiatus. We have added a Festival Feast passport program designed to drive visitor business to local restaurants which proved quite popular last year and helps us provide a wider economic impact. We have reason to believe that this year's festival will be very well attended and likely to generate \$2 million or more in community-wide economic activity.

The Chamber of Commerce remains financially strong and able to meet its obligations and plans.

Lower Columbia Tourism Committee

LCTC messaging returned to visitation messages, inspiration messages, and continuing conversations about stewardship and responsible tourism. Paid impressions, media stories, social media posts and followers, and website visits all exceeded goals in the past two quarters and our marketing team at Maxwell PR has expanded the "Soul, Inspired" campaign to include "Soul, Energized", "Soul, Nourished", and "Soul, Calmed" with excellent results. Metrics like cost per click, click-through rate, and engagement are regularly outperforming industry averages.

With an infusion of County TRT funds, the Lower Columbia Tourism Committee has further increased its efforts with North Coast Partnership. NCP is the coalition consisting of LCTC (representing Astoria and Warrenton), City of Seaside Visitors Bureau, and Cannon Beach Chamber of Commerce. We know that longer stays generate more local revenue with lower traffic and other impacts. Marketing the larger region attracts visitors for longer stays, which generate more revenue with less impact.

LCTC also played a key role in Travel Oregon's North Coast Tourism Management Network, involving communities from Astoria to Neskowin and addressing sustainable tourism, environmental protection, and transportation, among others. The network has yielded collaborations across the larger region and there are now 5 action groups set up to tackle Stewardship, Outdoor Recreation, Transportation, Aligning Marketing Efforts, and Championing the Value of Tourism. Successful network projects include a region-wide public restroom map with web page, car-free tourism campaigns in several communities, trail and beach ambassador programs, and ODOT cameras in high visitation areas to help meter traffic.

LCTC remains in budget and able to meet its marketing goals and committee objectives. All funds are used directly for committee efforts except for \$10,000 per year paid to the Chamber for bookkeeping, tax preparation, printing, IT, and other overhead.

Astoria-Warrenton Visitor Center

In-person visits continue to increase, and our phones are constantly busy with potential and current visitor questions. We will create an updated visitor guide this year reflecting changes in our business landscape over the past two years. We partner with and support the Clatsop Cruise Hosts, the Astoria Riverfront Trolley Association, and others who serve visitors to our community.

We operate the visitor center 7-days a week, including all holidays except Thanksgiving, Christmas and New Years Day with at least one staff person present at all times. Volunteers help us handle higher volume days.

Submitted by: David Reid, Executive Director



ASTORIA
WARRENTON
CHAMBER OF
COMMERCE

Warrenton City Commission Report

March 22, 2022



Three Entities

1. Chamber of Commerce
 - 501(c)6 Membership Organization
 - Funded by membership dues, events income, sponsorships
2. Astoria/Warrenton Visitor Center
 - Operated 7 days a week year-round by Chamber staff with volunteer support
 - Funded by TRT contributions by Cities of Astoria and Warrenton
3. Lower Columbia Tourism Committee
 - Independent committee comprised of lodging, attraction, visitor-related business, City representatives, and community members.
 - Chamber acts as fiduciary body and provides staff time, including bookkeeping and operational support. LCTC pays Chamber no more than \$10k/year for overhead
 - Funded by TRT contributions by Cities of Astoria and Warrenton



Chamber of Commerce

1. Established 1873
2. 589 members as of March 1, 2022
 - 90% retention rate in 2021
3. Staff of Seven, 4 full-time, 3 part-time
4. Volunteer board of directors
 - 15 voting members
 - 8 advisory members



Astoria/Warrenton Visitor Center

1. Greeted 8,404 people in the center in 2021
2. Mailed 1,540 visitor guides
3. Mailed 150 relocation guides
4. Fielded approximately 9,000 phone calls from potential visitors
5. Created and distributed local maps, guides, and tours
6. Maintained community events calendar with 527 listings in 2021
7. Distributed approximately 5,500 lbs of PPE to local businesses



Lower Columbia Tourism Committee

1. TravelWarrenton.com, TravelAstoria.com
 - 113,465 Unique Users
 - 1.79 pages per session
 - 1:11 average session duration
2. 129 travel articles written about our area
3. 445 visitor guides downloaded
4. Social Media
 - 13,397 likes
 - 3.2% growth



Lower Columbia Tourism Committee (Cont'd)

1. Newsletters to visitors
 - 20 emails sent in 2021 to 29,529 active subscribers
 - 41.3% open rate (industry average 25.4%)
 - 8.3% click rate average (industry average .8%)
2. 129 travel articles written about our area
3. 445 visitor guides downloaded
4. Social Media
 - 13,397 likes
 - 3.2% growth

Lower Columbia Tourism Committee (Cont'd)

1. For FY2021-2022	<u>Goals</u>	<u>Actual</u>
A. Paid impressions generated:	10M	11.3M
B. Media stories generated:	80	94 (1.2B impressions)
C. Instagram influencer posts:	27	64 (21,702 engaged)
D. Instagram follower increase:	4,500	5,319
E. Website visits generated:	40,000	47,000+ (90% new)