



Item No. 11a

# AGENDA ITEM MEMORADUM

**Town Manager**

**Connie Hoffmann**

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> Oct 11, 2011	Sept 30th
<input checked="" type="checkbox"/> Oct 25, 2011	Oct 14th
<input type="checkbox"/> Nov 8, 2011	Oct 28 <sup>th</sup>
<input type="checkbox"/> Nov 29, 2011	Nov 10 <sup>th</sup>
<input type="checkbox"/> Dec 13, 2011	Dec 2 <sup>nd</sup>

\*Subject to Change

- Presentation     Reports     Consent     Ordinance  
 Resolution     Quasi-Judicial     Old Business     New Business

**FY2012 DESIGNATED HIGH PRIORITY ITEM – PRIORITY TOPIC-**

**SUBJECT TITLE: CHAMBER OF COMMERCE MONTHLY REPORT**

**EXPLANATION:** The Commission requested that the Chamber report on Welcome Center and other activities monthly at a Commission meeting. The Welcome Center data will always be for the prior month.

Judy Swaggerty, Executive Director of the Chamber of Commerce will appear at the Commission meeting.

**EXHIBITS: Welcome Center Data for September 2011**

Reviewed by Town Attorney  
 Yes     No

Town Manager Initials CH

	Sept	YTD	9/10
Walk-Ins	642	11,420	737
Visitor Guides Mailed	150	1,740	90
Various Ad Responses	90	350	6
Diving Inquiries	28	397	20
Relocation Inquiries	15	186	17
Car Rental Inquiries	40	544	32
Room Inquiries	94	1,262	98
Total Traffic	1,059	15,899	
Website Hits	8,456	93,824	8,166
Memberships Renewed		183	
New Memberships	2	36	5
Non-Renewals		48	
Pre-paid 2010/11		25	
Businesses Closed		3	
Total Membership		193	