



# AGENDA ITEM MEMORADUM

Item No. 8a

**Town Manager**

**Connie Hoffmann**

Department

Department Director

<b>COMMISSION MEETING DATE (*) - 7:00 PM</b>		<b>Deadline to Town Clerk</b>
<input checked="" 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 October 2011**

Reviewed by Town Attorney  
 Yes     No

Town Manager Initials CH

CHAMBER OF COMMERCE/WELCOME CENTER  
NOVEMBER COMMISSION MEETING

	Oct	YTD	10/10
Walk-Ins	928	12,358	1,027
Visitor Guides Mailed	180	1,920	150
Various Ad Responses	102	452	12
Diving Inquiries	32	429	29
Relocation Inquiries	15	201	10
Car Rental Inquiries	48	592	40
Room Inquiries	98	1,360	88
Total Traffic	1,403	17,302	1,356
Website Hits	7,790	101,614	
Memberships Renewed		183	
New Memberships	3	39	
Non-Renewals		48	
Pre-paid 2010/11		25	
Businesses Closed		3	
Total Membership		196	