



AGENDA ITEM MEMORADUM

Item No. Ja

Town Manager

Connie Hoffmann

Department

Department Director

<input checked="" type="checkbox"/> Nov 29, 2011	Nov 10 th
<input type="checkbox"/> Dec 13, 2011	Dec 2 nd

*Subject to Change

- | | | | |
|---------------------------------------|---|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Presentation | <input checked="" type="checkbox"/> Reports | <input type="checkbox"/> Consent | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi-Judicial | <input type="checkbox"/> Old Business | <input type="checkbox"/> 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 November 2011

Reviewed by Town Attorney
 Yes No

Town Manager Initials CH

CHAMBER OF COMMERCE/WELCOME CENTER
DECEMBER COMMISSION MEETING

	Nov.	YTD	11/10
Walk-Ins	1,226	13,574	1,281
Visitor Guides Mailed	120	2,040	150
Various Ad Responses	82	534	16
Diving Inquiries	21	450	35
Relocation Inquiries	7	208	14
Car Rental Inquiries	37	629	36
Room Inquiries	83	1,443	121
Total Traffic	1,576	18,878	1,653
Website Hits	8,095	109,709	
Memberships Renewed		183	
New Memberships	4	43	
Non-Renewals		48	
Pre-paid 2010/11		25	
Businesses Closed		3	
Total Membership		200	