



Item No. 8a

AGENDA ITEM MEMORADUM

Town Clerk

June White

Department

Department Director

| | |
|---|-------------------------------|
| COMMISSION MEETING DATE (*) - 7:00 PM | Deadline to Town Clerk |
| <input checked="" type="checkbox"/> February 28, 2012 | Feb 17 |

**Subject to Change*

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

FY2011 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 January 2011

Reviewed by Town Attorney
 Yes No

Town Manager Initials GW

CHAMBER OF COMMERCE/WELCOME CENTER
JANUARY 2012 STATISTICAL REPORT

| | Jan. | YTD | 1/11 |
|-----------------------|--------|-----|--------|
| Walk-Ins | 1,802 | | 1,764 |
| Visitor Guides Mailed | 300 | | 300 |
| Various Ad Responses | 166 | | 18 |
| Diving Inquiries | 67 | | 55 |
| Relocation Inquiries | 37 | | 30 |
| Car Rental Inquiries | 77 | | 106 |
| Room Inquiries | 197 | | 179 |
| Total Traffic | 2,646 | | 2,452 |
| | | | |
| Website Hits | 11,532 | | 11,776 |
| Memberships Renewed | 88 | | 96 |
| New Memberships | 1 | | 6 |
| Non-Renewals | 5 | | 5 |
| Pre-paid 2011/12 | 15 | | |
| Businesses Closed | 3 | | 2 |
| Total Membership | 96 | | |