

Item No. Ja



TOWN OF LAUDERDALE • BY • THE • SEA

Agenda Item Memorandum

Town Clerk

June White

Department

Department Director

COMMISSION MEETING DATE - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> July 24 - Regular Meeting 7:00 PM	July 18

**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.

Malcolm McClintock, Acting Executive Director of the Chamber of Commerce will appear at the Commission meeting.

EXHIBITS: Welcome Center Data for June 2012

Reviewed by Town Attorney
 Yes No

Town Manager Initials CW

CHAMBER OF COMMERCE/WELCOME CENTER MONTHLY STATISTICS

June 2102

	June	YTD	6/11
Walk-Ins	968	9759	740
Visitor Guides Mailed	174	1325	150
Various Ad Responses	n/a	950	32
Diving Inquiries	42	298	45
Relocation Inquiries	15	173	11
Car Rental Inquiries	42	340	46
Room Inquiries	92	796	110
Total Traffic	1333	13641	1334
Website Visits	9544	65083	9136
Memberships Renewed	2	181	1
New Memberships	5	36	3
Non-Renewals	0	11	9
Businesses Closed	0	4	0

May

Welcome Center Volunteers

Hours worked: 51 @ \$10.00 = \$510.00