

City Newsletter

From City Hall

December 2013

Tourism Coordinator

A few facts you may not know

The Tourism Coordinator position was created by the City of Coffman Cove through a grant program by which money was made available to municipalities to create such a position. Since the grant program was discontinued, the City has continued to fund the Tourism Coordinator position at a reduced capacity.

The City continues to fund the position because we recognize that there is a value to the Community. The benefit from advertising is hard to measure. We know that from the advertising, promotion & brochure distribution made by the Tourism Coordinator, hundreds of sales leads per year are being generated and this year. It looks like the sales leads for this year may double in comparison to last year.

So, here is how it works: Approximately 2500 Brochures are created and distributed annually. Advertisements are placed in many travel guides and other tourism-type forms of media. Travelers see the advertisements and contact the Coffman Cove Tourism Coordinator through email or phone. The Tourism Coordinator gives a description of our community and the fun things to do here then advises them that the local accommodations and services are listed in the brochure which is then mailed to them.

Most City Employees have been informed that they need to either find a way to raise revenue or cut expenses to pay for their position, otherwise, they could find themselves out of a job due to lack of funding. The Tourism Coordinator position is no different. With the marketing plan we currently have in place, each participating business is required to pay an annual advertising fee. With the new fee system in place, the City should come close to breaking even on the revenue to expenses needed to fund the Tourism Coordinator Position and may make a very small profit next fiscal year.

"We make a living by what we get, but we make a life by what we give."

By Winston Churchill

CALENDAR OF EVENTS

CITY OF COFFMAN COVE REGULAR COUNCIL MEETING

CITY HALL

JANUARY 16TH AT 6:45 P.M.

AGENDA T.B.D.

CITY OF COFFMAN COVE COUNCIL WORKSHOP

CITY HALL

JANUARY 7TH AT 6:00 P.M.

AGENDA T.B.D.

COFFMAN COVE CLINIC

JANUARY 7TH & 8TH

COFFMAN COVE CLINIC

CALL 907-305-1201

Volunteers

Thank you!

Coffman Cove is a unique community in that we operate as one big extended family. Some of our community services are operated with labor solely from Volunteers. Some of these Volunteers put in hours of work every day to keep a public service going. While there are many people in the community that Volunteer their time, I was asked by several people to give Carolyn Duncan a very special recognition for the years of dedicated service to our Community.

On that note, anyone who would like to volunteer your time in support of our Community should contact City Hall. We need volunteers to help out at the Fire Department, Library, Grounds keeping, EMS & Road Maintenance. It might be something as simple as keeping the grassy area across the street from your house groomed in the summer. No matter how small the effort, every little bit helps. Another big Thank You to all of the dedicated volunteers that keep things going!

MORE WAYS TO CUSTOMIZE THIS TEMPLATE

FOOTERS

To change the text at the very bottom of each page of your newsletter, click Headers and Footers on the View menu. Use the Header and Footer toolbar to open the footer, and replace the sample text with your own text.

INSERT SYMBOL

It is a good idea to place a small symbol at the end of each article to let the reader know that the article is finished and will not continue onto another page. Position your cursor at the end of the article, click Symbol on the Insert menu, choose the symbol you want, and then click Insert.

BORDERS

You can use page borders and text box borders to change the appearance of your newsletter. Borders on text boxes help keep different articles separate, and can set off sidebar articles from the rest of the page. To change a text box border, select it, double click its edge and choose the Colors and Lines tab in the Format Auto Shape dialog box.

QUESTIONS AND ANSWERS

Q: I would like to change some of the text box shading to improve the print quality. Can that be done?

A: Yes. To change the shading or color of a text box, select it and double click its borders to open the Format Text Box dialog box. Click the colors and lines tab and then choose the new color from the Color drop-down list in the Fill section.

Q: What's the best way to print this newsletter?

A: Print page 2 on the back of page 1. Fold in half and mail with or without an envelope. For best results, use a medium to heavyweight paper. If you're mailing without an envelope, seal with a label.

Q: I would like to use my own clip art. How do I change the art without changing the design?

A: To change a picture, click on the picture, then point to Picture on the Insert menu and click From File. Choose a new picture, and click Insert.

Inserting and Editing Pictures

Type your sub-heading here

You can replace the pictures in this template with your company's art. Select the picture you want to replace, point to Picture in the Insert menu, and click From File. Choose a new picture and then click Insert. Select the Link to File box if you don't want to embed the art in the newsletter. This is a good idea if you need to minimize your file size; embedding a picture adds significantly to the size of the file.

To edit a picture, click on it to activate the Picture toolbar. You can use this toolbar to adjust brightness and contrast,

Choose a new picture, and click the Link to File box if you don't want to save the art with the newsletter.

change line properties and crop the image. For more detailed editing, double-click on the graphic to activate the drawing layer. ■

Q: How do I change the text and borders that appear at the bottom of every page?

A: Click Headers and Footers on the View menu. Use the Header and Footer toolbar to navigate among headers and footers, insert date or time, or format the page numbers. To change the text in the footer, select it and type your new text. To change the border, click Borders and Shading on the Format menu.

Q: Can I save a customized newsletter as a template for future editions?

A: Yes. First make any changes you want to this newsletter, then click Save As on the File menu. Choose Document Template from the Save as type drop down list (the extension should change from .doc to .dot). Save the file under a new name. Next time you want to create a newsletter, choose New from the File menu, then choose your template.
