

# CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	November 2019	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	1,050.00	Program Management Time
	<u>13,577.97</u>	Monthly Reimbursables
	\$ 22,127.97	

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	115
Telephone Calls:	37
E-Mails:	26
Business Referrals:	1,104
Tracked Overnight Stays:	24
Mailings (student, relocation, visitor, letters):	5
Large Quantity Brochures	395
Chamber Website Pageviews	4,013
COS Website Pageviews	6,157

## CHAMBER BUSINESS

**Chamber Board Meeting:** We held our November board meeting with discussions on our ongoing membership drive, starting our strategic planning process at our annual board retreat, the Chamber Annual Dinner event and the Executive Directors review.

**Chamber Membership:** We had 3 new members join the Chamber and 11 membership renewals in November.

**“Columbia Currents” Monthly Electronic E-Newsletter:** The November 2019 issue was deployed to over 1,000 recipients.

**“Under Currents” Weekly E-Blast:** The weekly e-blast, consisting of updates and announcements submitted by Chamber members, is emailed out on Thursday afternoons.

**Facebook Pages:** The Chamber manages Facebook pages for the Stevenson Business Association, Gorge Blues and Brews Festival, Christmas in the Gorge, Logtoberfest as well as for the Chamber itself.

**Chamber Happy Hour:** The November Chamber Happy Hour event was our Small Business Showcase held at Maple Leaf Event Center with about 65 people in attendance.

### **Chamber Marketing, Projects, Action Items:**

- Visited 5 businesses as part of an ongoing membership drive.
- Hired a facilitator for creating a strategic plan for the Chamber.
- Finalized new marketing plan for the Chamber.
- Updated photos and logos on website.
- Met with Goldendale and Mt Adams Chamber Directors to discuss joint marketing opportunities.
- Attended City of Stevenson and Skamania County LTAC meetings.
- Attended One Gorge meeting.

### **County/Regional/State Meeting and Projects:**

**Wind River Business Association (WRBA):** Continue to serve as treasurer for WRBA – pay monthly bills, reconcile bank statements and attend monthly meetings. Will start managing the WRBA Facebook page.

**Stevenson Downtown Association (SDA):** Attended quarterly SDA board meeting. Attend monthly meetings to continue working on SDA Promotion Committee’s historical walking tour of Stevenson. Working on a committee to update Executive Directors contract.

*(The projects and tasks described below are an example of services provided to the City of Stevenson through an additional contract with the Chamber to administer their promotional programs and deliverables.)*

**Stevenson/SBA Meetings and Projects:**

- Deployed monthly newsletter.
- Organized “Shop Stevenson for the Holidays” campaign.
- Placed ads in Pioneer and River Talk Weekly for “Shop Stevenson for the Holidays” campaign.
- Daily posts on City of Stevenson Facebook page to promote “Shop Stevenson for the Holidays” campaign.
- Created schedule of festivities for Christmas in the Gorge weekend. Delivered schedules to local schools, businesses and to the Pioneer to be inserted in the paper.
- Ordered Christmas in the Gorge event posters and delivered to Stevenson businesses.
- Coordinated Starlight parade, including apply for the permit from WSDOT, obtaining insurance, arranging for street closure with the Sheriff’s office and City of Stevenson and sent out parade applications.
- Arranged for getting Christmas lights and decorations put up on Courthouse lawn and along both First and Second Street in downtown Stevenson.
- Daily posts on Christmas in the Gorge Facebook page to promote the event.

**2019 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2	Promotional Products and Projects		
P2-B	Stevenson Map Printing	\$	416.80
P2-D1	Website	\$	1,238.08
P2-D2	Social Media/Press Releases		\$11,140.00
P2-D4	Misc. Marketing	\$	156.00
Program 3	SBA Event Program		
P3-A	Gorge Blues and Brews	\$	155.84
P3-B	Christmas in the Gorge	\$	471.25
			<u>\$13,577.97</u>

	<b><i>2019 Budget</i></b>	<b><i>Current Request</i></b>	<b><i>Requested YTD</i></b>	<b><i>Remaining</i></b>
Total Program Promo Expenses	85,000.00	14,627.97	61,060.13	\$23,939.87

**2019 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME**

P2-D2	Marketing (print, social media, press releases)	13hrs	<u>\$ 390.00</u>
P3-B	Christmas in the Gorge	22hrs	<u>660.00</u>
		35hrs	<u>\$1,050.00</u>