

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	September, 2020
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	620.00 Program Management Time
	2,778.00 Monthly Reimbursables
	<u>3,604.36</u> PPE Supplies
	\$ 14,502.36

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	256
Telephone Calls:	63
E-Mails:	24
Business Referrals:	1,897
Tracked Overnight Stays:	80
Mailings (student, relocation, visitor, letters):	10
Large Quantity Brochures	357
Chamber Website Pageviews	3,926
COS Website Pageviews	11,370

CHAMBER BUSINESS

Chamber Board Meeting: We held our September board meeting with a presentation from the USFS National Scenic Area office. We ratified changes to the Personnel Policy Manual and created several committees for upcoming Chamber projects in the fall.

Chamber Membership: We had 4 new member join the Chamber and 30 membership renewals in September.

Chamber E-Newsletter: The weekly e-blast, consisting of updates and announcements submitted by Chamber members, is emailed out on Thursday afternoons to over 1,100 recipients. We continued to send out an e-blast specifically for COVID-19 updates as needed.

Facebook Pages: The Chamber manages Facebook pages for the Stevenson Business Association, Gorge Blues and Brews Festival, Christmas in the Gorge, Logtoberfest, Wind River Business Association as well as for the Chamber itself. We continue to manage our new Facebook page promoting take-out dining services in Skamania County. This is an effort to help all local restaurants through COVID-19.

Chamber Marketing, Projects, Action Items:

- Continue ordering/distributing PPE for businesses
- Updates to Chamber website include; new link to ScenicWA.com, new "did you know" facts and new navigation options to the Travel Itineraries page.
- Created new template for COVID-19 Community Updates newsletter
- Placed monthly ad to promote Chamber membership in Skamania Pioneer and River Talk Weekly
- Submitted monthly "Get to know your local chamber" article to Skamania Pioneer and River Talk Weekly
- Took training for participating in the Western States Virtual Travel Expo and submitted promotional materials
- Worked with Western Association of Chamber Executives on sending out a needs assessment survey to our membership list
- Coordinating with Columbia Gorge Tourism Alliance on "Spread the Love" promotional campaign and FAM Tour
- Working on Gorge-wide visit/shop local promotions with the Columbia Gorge Tourism Alliance
- Finalized details on #MySkamaniaAdventure social media campaign for Fall
- Attended Gorge Broadband Planning meeting
- Weekly calls with Representative Gina Mosbrucker
- Bi-weekly meetings with Washington Hospitality Association
- Bi-weekly meetings with Washington Chamber Executives
- Monthly calls with County Emergency Operations Team with COVID-19 updates
- Watched webinar: What you need to know to serve on a non-profit board

County/Regional/State Meeting and Projects:

Wind River Business Association (WRBA): Continue to serve as treasurer for WRBA – pay monthly bills, reconcile bank statements, attend monthly meetings and manage the WRBA Facebook page. Continued plans for expanding Christmas in Carson to be a weekend long event with more festivities and more decorations throughout the town.

Stevenson Downtown Association (SDA): Attended monthly SDA board meeting and additional meetings as part of the recovery response team.

(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:

- Monthly meeting with NB Marketing for progress updates on our marketing plan
- Placed ads in Skamania Lodge Magazine and Bridge of the Gods Magazine.
- Social Media promotion of Stevenson businesses and outdoor recreation
- Finalized #MyStevensonAdventure social media promotion for Fall
- Added new 4 new weekend itineraries and 4 new day-trip itineraries to CityofStevenson.com
- Working with Skamania Lodge on getting local events listing for their Holiday Guide brochure
- Ordered more Christmas decorations
- Contacted Community Health, bazaar vendors, local churches and other entities about changes to Christmas in the Gorge festivities.

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2 Promotional Products and Projects

P2-D1	Website	\$ 460.00
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placement	\$ 828.00
P2-F	Co-op Advertising with Skamania Lodge	\$ 490.00
		<u>\$2,778.00</u>

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

P2-D2	Marketing (print, social media, press releases)	8 hrs	\$ 240.00
P2-D1	Website updates	10 hrs	\$ 300.00
P3-B	Christmas in the Gorge	<u>2 hrs</u>	<u>\$ 80.00</u>
			\$ 620.00

	<i>2020 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	85,000.00	\$3,398.00	\$32,504.35	\$52,495.65

PPE for Businesses – Reimbursable Expenses

Disinfectant wipes	\$258.46
Gloves	\$2,538.90
Face Masks	<u>\$ 807.00</u>
	\$3,604.36