

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	August, 2021	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	805.00	Program Management Time
	<u>1,936.08</u>	Monthly Reimbursables
	\$ 10,241.08	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	506
Telephone Calls:	83
E-Mails:	22
Business Referrals:	1,712
Tracked Overnight Stays:	110
Mailings (student, relocation, visitor, letters):	4
Chamber Website Pageviews	6,287
COS Website Pageviews	2,771

CHAMBER BUSINESS

Chamber Board Meeting: August Board meeting topics included reviewing new policies, board make-up (matrix), new board expectations, job descriptions and agreements and the Skamania Sip and Stroll event.

Chamber Membership: We had 2 new member join the Chamber and 13 membership renewals in August.

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.

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.

Chamber Marketing, Projects, Action Items:

- Organized and executed the Skamania County Fair Parade
- Held Lunch and Learn event
- Hosted Chamber Happy Hour event
- Attended Chamber Academy in Sacramento, CA
- Created to-do list from Academy sessions
- Placed ads
- Update Featured Events and add new geocache link on website
- Added lunch and learn videos to YouTube channel
- Checked into making website ADA compliant
- Continued to work on Skamania Sip and Stroll event until we had to cancel it due to updated COVID restrictions
- Met with 1 new business about Chamber membership
- Weekly trainings for new Chamber data base software
- Revised bylaws as voted on at board meeting and created draft whistle blower policy
- Attended Columbia Gorge Tourism Alliance monthly board meeting
- Bi-weekly meetings with Washington Chamber Executives

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. Working on planning this year's Logtoberfest event.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting, promotion committee meetings and MSTCIP meetings. Organizing Sandwich Smackdown promotion for September.

(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
- Put together registration bags for Show and Shine Event
- Placed ads
- Checked into making website ADA compliant
- Continue to work with Pheonix Technologies on webcams
- Working on creating content calendar for social media pages
- Placed paid social media ads
- Promote Stevenson as a travel destination on social media
- Update and order new Stevenson maps
- Ordered new holiday decorations

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects	
P1-B	Kiosk Sign Updates	\$ 150.00
P2-B	Stevenson Map Printing	\$ 416.80
P2-D1	Website	\$ 254.28
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placement	\$ 85.00
P2-D7	Promotional Items	<u>\$ 30.00</u>
		\$1,936.08

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

P2-A	Stevenson map updates	2 hrs	\$ 70.00
P2-B	Stevenson map printing	2 hrs	\$ 70.00
P2-D2	Marketing (print, social media, press releases)	5 hrs	\$ 175.00
P2-D1	Website updates/web cams	4 hrs	\$ 140.00
P2-D7	Other promotional items	4 hrs	\$ 140.00
P3-B	Christmas in the Gorge	6 hrs	<u>\$ 210.00</u>
		23 hrs	\$ 805.00

	<i>2021 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$80,000.00	\$2,741.08	\$29,082.41	\$50,917.59