

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	July, 2022	
Amount Due:	\$ 9,166.00	Monthly Contract Amount
	1,000.00	Program Management Time
	<u>4,077.25</u>	Monthly Reimbursables
	\$ 14,243.25	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	520
Telephone Calls:	50
E-Mails:	39
Business Referrals:	1,265
Tracked Overnight Stays:	142
Mailings (student, relocation, visitor, letters):	4
Chamber Website Pageviews	4,537
COS Website Pageviews	18,223

CHAMBER BUSINESS

Chamber Board Meeting: We do not hold a Chamber board meeting in July.

Chamber Membership: We had 6 new members join the Chamber and 13 membership renewals in July.

Chamber E-Newsletter: The weekly e-blast, consisting of updates and announcements submitted by Chamber members, is emailed out on Thursday afternoons to over 1,300 recipients.

Facebook Pages: The Chamber manages Facebook pages for Visit Stevenson, WA, Christmas in the Gorge, Wind River Business Association as well as for the Chamber itself.

Chamber Marketing, Projects, Action Items:

- Monthly meeting with NB Marketing for progress updates on our marketing plan and to review analytics
- Placed ads
- Held Chamber Coffee Break and Chamber Happy Hour networking events
- Added monthly travel blog about watersports to website
- Updated featured events on the website
- Held ribbon cutting event for Country Financial
- Met with Skamania Lodge to discuss promoting their putting course – organized Chamber Golf Day
- Met with Katie Whittier about proposal for Snake River Dam removal – sent info to membership
- Sent out monthly membership survey – posted last month's survey results
- Sent August events to the Pioneer and Observer
- Added more events to A&J calendar
- Ordered more lure brochures
- Continue to try to fill Government Affairs Council positions
- Bi-weekly meetings with Washington Chamber Executives

County/Regional/State Meeting and Projects:

Wind River Business Association (WRBA): Serve as treasurer for WRBA – pay monthly bills, reconcile bank statements, attend monthly meetings and manage the WRBA Facebook page. Received WA Commerce grant for Logtoberfest. Helped to organize new timber carnival events for Logtoberfest. Worked on banners for downtown Carson.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting, promotion committee meetings, holiday lighting committee meeting, and welcome reception for WA Main Street conference.

(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 to review analytics and plan for action items for next month
- Placed ads
- Promote summer events, GOrge pass, live music and new Skamania Lodge putting course on social media
- Added monthly travel blog about watersports to website
- Reached out to influencers to schedule FAM Tours
- Updated downtown kiosk maps
- Worked with Pheonix Technology on installation of boat launch webcam – added to website
- Boosted ads on social media for Columbia Gorge Bluegrass Festival and Blog

2022 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

P2-A	Stevenson map updates	\$ 210.00
P2-B	Stevenson map printing	\$ 449.11
P2-D1	Website	\$ 618.14
P2-D2	Social Media and Print Ad Creation	\$1,350.00
P2-D3	Boosting	\$ 100.00
P2-D5	Ad placement	<u>\$1,350.00</u>
		\$4,077.25

2022 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Monthly flat rate for program management \$1,000.00

	<i>2022 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$85,000.00	\$5,077.25	\$29,790.36	\$55,209.64