

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	May, 2022	
Amount Due:	\$ 9,166.00	Monthly Contract Amount
	1,000.00	Program Management Time
	<u>2,026.14</u>	Monthly Reimbursables
	\$ 12,192.14	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	249
Telephone Calls:	55
E-Mails:	39
Business Referrals:	682
Tracked Overnight Stays:	83
Mailings (student, relocation, visitor, letters):	3
Chamber Website Pageviews	5,828
COS Website Pageviews	8,700

CHAMBER BUSINESS

Chamber Board Meeting: In May our board meeting focused on Government Affairs Council responsibilities, communications and programs.

Chamber Membership: We had 4 new members join the Chamber and 12 membership renewals in May.

Chamber E-Newsletter: The weekly e-blast, consisting of updates and announcements submitted by Chamber members, is emailed out on Thursday afternoons to over 1,200 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, Chamber Happy Hour networking events
- Added monthly travel blog about summer events to website
- Updated featured events on website
- Held a very successful Skamania Sip and Stroll event – sent follow-up survey to participating businesses
- Sent out monthly membership survey
- Worked with Skamania Pioneer on a monthly event calendar for the newspaper
- Continue working on Government Affairs program development
- Added Government Affairs page to website
- Hired summer staff – office opened on weekends starting Memorial weekend
- 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.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting and promotion committee meetings.

(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 Stevenson as a travel destination on social media
- Added monthly travel blog about summer events to website
- Scheduled photo shoot for updated photos – sent “wish list” of images needed
- Boosted ads on social media for Gorge Blues and Brews Festival
- Coordinated with Choice Events on planning for Gorge Blues and Brews Festival
- Held social media promo for Blues and Brews tickets, delivered glasses to restaurants, delivered posters, promoted volunteer sign ups, etc

2022 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2 Promotional Products and Projects	
P2-D1 Website	\$ 301.14
P2-D2 Social Media and Print Ad Creation	\$1,350.00
P2-D3 Boosting	\$ 100.00
P2-D5 Ad placement	<u>\$ 275.00</u>
	\$2,026.14

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	\$3,026.14	\$21,611.96	\$63,388.04