

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	October, 2020
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	570.00 Program Management Time
	<u>5,952.01</u> Monthly Reimbursables
	\$ 14,022.01

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	210
Telephone Calls:	59
E-Mails:	48
Business Referrals:	1,659
Tracked Overnight Stays:	24
Mailings (student, relocation, visitor, letters):	10
Large Quantity Brochures	598
Chamber Website Pageviews	3,777
COS Website Pageviews	5,655

CHAMBER BUSINESS

Chamber Board Meeting: We held our October board meeting with a presentation from the Columbia Gorge Tourism Alliance. We discussed updates on non-dues revenue, membership survey results, created a review committee and scheduled our annual board retreat/training session in January.

Chamber Membership: We had 5 new member join the Chamber and 19 membership renewals in October.

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
- Updated Chamber website including featured events and adding a downloadable visitor guide
- 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
- Attended Washington Tourism Alliance Virtual Annual Conference
- Participated in the Western States Virtual Travel Expo
- Participated in Columbia Gorge Tourism Alliance on "Spread the Love" FAM Tour
- Submitted travel itineraries to Columbia Gorge Tourism Alliance for Gorge-wide promotional campaign
- Launched #MySkamaniaAdventure social media campaign for fall on Facebook and Instagram
- Submitted annual Lodging Tax applications to City of Stevenson and Skamania County
- Ordered swag bags for new member
- Met with Non-Dues Revenue Committee to create list of ideas for generating additional revenue
- Met with Membership Services Committee to create list of new membership benefits for 2021
- Attended Columbia Gorge Tourism Alliance Board Meeting
- Weekly calls with Representative Gina Mosbrucker
- Bi-weekly meetings with Washington Chamber Executives
- Watched webinar: Donor Retention and 10 Tips for Video Webinars

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. Met with Christmas in Carson

committee to create a decorating plan and order new holiday decorations. Hired a graphic designer to create an event logo. Sent messages out the businesses about participating in this event. Applied for The Oregonian's marketing grant.

Stevenson Downtown Association (SDA): Attended monthly SDA board meeting and weekly meetings as part of the recovery response team. Contacted Stevenson businesses about new Bricks and Clicks grant program. Ordered materials for upcoming Restaurant and Retailers Support Program.

(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
- Updates to City of Stevenson website include: new photos, updating events, updating business listings, change focus on drink page to beer, move itineraries to new page, update fishing, shopping and learning pages with current info, remove dark filter, add "request a visitor packet" and add link to Skamania Lodge weather cam. Work on these updates will continue into November.
- Continue to promote Stevenson businesses on social media
- Launched #MyStevensonAdventure social media promotion for Fall on Facebook and Instagram
- Placed ad in 2021 Skamania County Visitor Guide
- Finalized new lighting/decorating plan for Christmas and ordered the last of the decorations
- Applied for The Oregonian's marketing grant
- Christmas in the Gorge planning; worked on alternative ideas for Christmas Bazaar and contacted businesses about participating, got poster started, ordered trees, new location for Santa Breakfast, and more
- Worked on Shop Stevenson for the Holidays campaign

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2 Promotional Products and Projects

P2-D1	Website	\$ 484.18
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placement	\$ 531.00
P2-D6	Photos	\$ 800.00
P2-E	Wind River Publishing Ads	\$ 684.00
P2-F	Co-op Advertising with Skamania Lodge	\$ 245.00
P3-B	Christmas in the Gorge	<u>\$2,207.83</u>
		\$5,952.01

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

P2-D2	Marketing (print, social media, press releases)	6 hrs	\$ 180.00
P2-D1	Website updates	5 hrs	\$ 150.00
P3-B	Christmas in the Gorge	8 hrs	<u>\$ 240.00</u>
			\$ 570.00

	<i>2020 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	85,000.00	\$6,522.01	\$39,026.36	\$45,973.64