

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	May, 2021	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	350.00	Program Management Time
	<u>1,387.98</u>	Monthly Reimbursables
	\$ 9,237.98	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	259
Telephone Calls:	78
E-Mails:	50
Business Referrals:	1,034
Tracked Overnight Stays:	39
Mailings (student, relocation, visitor, letters):	7
Chamber Website Pageviews	6,394
COS Website Pageviews	1,903

CHAMBER BUSINESS

Chamber Board Meeting: We held our monthly board meeting in May with a focus on follow up after our board retreat, updates to strategic plan for 2021 and setting priorities.

Chamber Membership: We had 4 new member join the Chamber and 10 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 1,100 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 distributing PPE for businesses
- Updated Chamber website including changing the format on Places to Eat, Places to Stay and Places to Shop pages, updated featured events on home page, added info and links to Pledge Wild, Gorge Museum Pass, Go Guided and Gorge Pass.
- Placed ads
- Continue working with Columbia Gorge Tourism Alliance on Mid-Gorge and West-Gorge Food Trails
- Attended CGTA's Tourism Summit and was a presenter for the Spread the Love project
- Met with Chamber Board Policy Review Committee to revise bylaws
- Created Chamber Board Member expectations and agreements
- Met with two companies for new Chamber data base software presentations
- 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. Created event income and expense spreadsheets for CEKC. Promoted #ShopWRBA campaign on Facebook.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting and promotion committee meetings. Attended WA Main Street Promotion Committee meeting.

(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
- Working on sponsored custom Christmas decorations
- Met with Kelly McKee about SDA/SBA merger
- Working on summer promotional campaign with prizes
- Placed ads
- Continue to promote Stevenson businesses on social media
- Continued to work with Pheonix Technologies to fix webcams

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2 Promotional Products and Projects		
P2-D1	Website	\$ 265.06
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D7	Promotional Items	<u>\$ 122.92</u>
		\$1,387.98

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

P2-D2	Marketing (print, social media, press releases)	3 hrs	\$ 105.00
P2-D1	Website updates/web cams	3 hrs	\$ 105.00
P3-B	Christmas in the Gorge	4 hrs	<u>\$ 140.00</u>
		10 hrs	\$ 350.00

	<i>2021 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$80,000.00	\$1,737.98	16,505.93	\$63,494.07