

# CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	July, 2020
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	510.00 Program Management Time
	3,828.74 Monthly Reimbursables
	<u>22.45</u> PPE Supplies
	\$ 11,861.19

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	393
Telephone Calls:	106
E-Mails:	32
Business Referrals:	2,100
Tracked Overnight Stays:	94
Mailings (student, relocation, visitor, letters):	8
Large Quantity Brochures	75
Chamber Website Pageviews	7,123
COS Website Pageviews	8,240

## CHAMBER BUSINESS

**Chamber Board Meeting:** We held our July board meeting with discussions about progress on our strategic plan.

**Chamber Membership:** We had 1 new member join the Chamber and 20 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 1,100 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 that have had to close due to COVID-19.

### **Chamber Marketing, Projects, Action Items:**

- Continue ordering/distributing PPE for businesses
- Updated website to include link to ExperienceWA.com and car-free travel information for the visiting the Gorge
- Created new print ad and paid social media ad to promote the Chamber
- Worked with a board committee to review Chamber's policy manual and make revisions
- Researched affinity programs as an additional revenue source for the Chamber
- Started on 3 new travel itineraries for the website
- Weekly meetings with Washington Hospitality Association
- Bi-weekly calls with County Emergency Operations Team with COVID-19 updates
- Weekly calls with Representative Gina Mossbrucker
- Watched webinars: Retirement plans as a Chamber benefit, Getting the most out of board meetings, Yes and...

### **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):** Attended monthly SDA board meeting and additional meetings as part of the business recovery committee. Worked on recovery committee projects.

*(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
- Created music playlist and managed fireworks show for 4<sup>th</sup> of July.
- Placed ads with Outdoors NW including co-op ad with Skamania Lodge
- Social Media promotion of Stevenson businesses and shopping local
- Held meetings with holiday lighting committee to come up with 2 year plan for adding more Christmas decorations and lighting that can be used around Stevenson for multiple holidays

**2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2	Promotional Products and Projects	
P2-D1	Website	\$ 472.09
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placement	\$1,075.25
P2-F	Co-op Advertising with Skamania Lodge	\$1,158.40
Program 3	Event Program	
P3-C	4 <sup>th</sup> of July Fireworks	\$ 123.00
		<u>\$3,828.74</u>

**2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME**

P2-D2	Marketing (print, social media, press releases)	5 hrs	\$ 150.00
P3-B	Christmas in the Gorge (new lighting)	5 hrs	\$ 150.00
P3-C	4 <sup>th</sup> of July Fireworks Show	7 hrs	\$ 210.00
			<u>\$ 510.00</u>

	<b><i>2020 Budget</i></b>	<b><i>Current Request</i></b>	<b><i>Requested YTD</i></b>	<b><i>Remaining</i></b>
Total Program Promo Expenses	85,000.00	\$4,338.74	\$23,029.56	\$61,970.44

**PPE for Businesses – Reimbursable Expenses**

5 disinfectant wipes \$22.45