

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	December, 2020
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	690.00 Program Management Time
	<u>9,851.52</u> Monthly Reimbursables
	\$ 18,041.52

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	107
Telephone Calls:	54
E-Mails:	30
Business Referrals:	634
Tracked Overnight Stays:	13
Mailings (student, relocation, visitor, letters):	3
Chamber Website Pageviews	3,670
COS Website Pageviews	2,873

CHAMBER BUSINESS

Chamber Board Meeting: We held our December board meeting with discussion on 2021 budget, an update from the Non-Dues Revenue Committee on plans for 2021 and an update on our progress on the 2020 marketing plan. We also elected new Executive Board Members for 2021.

Chamber Membership: We had 2 new member join the Chamber and 7 membership renewals in December.

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 adding a new payment system for membership dues, new gorge-wide winter COVID compliant itineraries, new membership benefits for 2021 and board changes for 2021.
- Placed monthly ad to promote Chamber membership in Skamania Pioneer and River Talk Weekly
- Submitted monthly article about the Chamber to Skamania Pioneer and River Talk Weekly
- Participated in Washington Tourism Alliance's Wander Washington program to promote tourism in the Columbia Gorge region to Microsoft employees.
- Finalized non-dues revenue programs and new membership services for 2021
- Provided photos for Skamania County's new mapping project
- Solicited nominations/votes for 2020 Chamber Member and Business of the Year awards
- Met with Why Race organizers regarding new event in 2021
- Attended Columbia Gorge Tourism Alliance board meeting
- Weekly calls with Representative Gina Mosbrucker
- 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): Attended monthly SDA board meeting and meetings as part of the recovery response team. Helped with ordering/distribution of products for the #Stevenson Strong 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
- Continue work on rebuild City of Stevenson website; edit content on all pages, submitted content and photos for new pages “relax” and “live”
- Continue to promote Stevenson businesses on social media
- Christmas in the Gorge planning/execution: daily posts on Christmas in the Gorge FB page, launched video for lighting of the tree and town, hosted Starlight Parade
- Social media Shop Stevenson for the Holidays campaign during the month of December with gift ideas from local businesses

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects	
P2-D1	Website	\$ 460.00
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D7	Promotional Products	\$1,505.59
P2-F	Co-op Advertising with Skamania Lodge	\$5,000.00
P3-B	Christmas in the Gorge	<u>\$1,885.93</u>
		\$ 9,851.52

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

P2-D2	Marketing (print, social media, press releases)	6 hrs	\$ 180.00
P2-D1	Website updates	9 hrs	\$ 270.00
P3-B	Christmas in the Gorge	<u>8 hrs</u>	<u>\$ 240.00</u>
			\$ 690.00

	<i>2020 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	85,000.00	\$10,541.52	\$66,462.04	\$18,537.96