

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

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	February, 2021
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	315.00 Program Management Time
	<u>2,757.73</u> Monthly Reimbursables
	\$ 10,572.73

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	101
Telephone Calls:	40
E-Mails:	31
Business Referrals:	1,154
Tracked Overnight Stays:	12
Mailings (student, relocation, visitor, letters):	9
Chamber Website Pageviews	4,619
COS Website Pageviews	1,481

## CHAMBER BUSINESS

**Chamber Board Meeting:** We held our February board meeting with a discussion on what is still needed for economic recovery and how does the Chamber accommodate those needs. Other subjects included our new Chamber Champions program for creating additional revenue, workshop topics that would be beneficial for members and new grant opportunities.

**Chamber Membership:** We had 0 new member join the Chamber and 14 membership renewals in February.

**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 adding new "Chamber News" and "Chamber Champions" pages as well as adding information on local volunteer opportunities and updating business listings
- Worked with Skamania Pioneer and Skamania Observer to create new monthly co-op advertising opportunities for Chamber members
- Rolled out new membership benefits for 2021 and announced new Chamber Champions program
- Submitted monthly article on new membership benefits to Skamania Pioneer, Skamania Observer and River Talk Weekly
- Work with Columbia Gorge Tourism Alliance on creating new Mid-Gorge and West-Gorge Food Trails
- Worked on draft board agreement and job descriptions
- Attended ribbon cutting at Painted Lady Tattoo
- Attend Washington Tourism Alliance Destination Development meetings
- 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.

**Stevenson Downtown Association (SDA):** Attend monthly SDA board meeting and recovery response team meetings as scheduled.

*(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
- Finalized plans for adding new pages later this year to the new website
- Continue to promote Stevenson businesses on social media
- Updated businesses on Stevenson maps
- Met with Pheonix Technologies and Joe Schlick about managing webcams and weather station
- Ordered new shopping bags for Stevenson businesses

**2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2 Promotional Products and Projects		
P2-D1 Website		\$ 252.14
P2-D2 Social Media and Print Ad Creation		\$1,000.00
P2-D7 Promotional Products		<u>\$1,505.59</u>
		<u>\$2,757.73</u>

**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	4 hrs	\$ 140.00
P2-A Map updates	2 hrs	<u>\$ 70.00</u>
		<u>\$ 315.00</u>

	<b><i>2021 Budget</i></b>	<b><i>Current Request</i></b>	<b><i>Requested YTD</i></b>	<b><i>Remaining</i></b>
Total Program Promo Expenses	80,000.00	\$3,072.73	\$8,957.66	\$71,042.34