

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	April, 2020	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	180.00	Program Management Time
	<u>1,262.09</u>	Monthly Reimbursables
	\$ 8,942.09	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	3
Telephone Calls:	21
E-Mails:	57
Business Referrals:	278
Tracked Overnight Stays:	3
Mailings (student, relocation, visitor, letters):	0
Large Quantity Brochures	0
Chamber Website Pageviews	2,580
COS Website Pageviews	7,746

CHAMBER BUSINESS

Chamber Board Meeting: We held our April board meeting with discussions about COVID-19 and the Chamber's role, offering assistance with dues to businesses that have been affected, grant opportunities for business as well as for the Chamber.

Chamber Membership: We didn't have any new members join the Chamber and 14 membership renewals in April.

Chamber E-Newsletter: The weekly e-blast, consisting of updates and announcements submitted by Chamber members, is emailed out on Thursday afternoons to over 1,000 recipients. We continued to send out daily (as needed) e-blast specifically for COVID-19 updates.

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 Networking Events: We held weekly virtual Chamber Happy Hour and Chamber Coffee Break events on Zoom during the month of April due to COVID-19.

Chamber Marketing, Projects, Action Items:

- Watched webinars on grant writing and social media for non-profits; legal best practices
- Hosted 3 webinars with resources for businesses related to COVID-19.
- Made updates to Chamber website including featured events, placement of membership directory and newsletter sign up, added our new tag line and more
- Co-op ad placed in The Gore Magazine summer issue
- Created and implemented "Free Pitch Friday" promotion for all social media pages
- Working with SBA/SDA and WRBA on post-COVID marketing campaigns
- Weekly calls with County Emergency Operations Team with COVID-19 updates
- Weekly calls with Columbia Gorge Resiliency Team with COVID-19 updates
- Weekly emails with Washington State Chamber Executives and DMOs with COVID-19 updates

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 quarterly SDA board meeting. Attend monthly meetings to continue working on SDA Promotion Committee's historical walking tour of Stevenson.

(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:

- Made updates to website including seasonal photos and event listings.
- Monthly meeting with NB Marketing to discuss new marketing ideas for post-COVID promotions: Buy Now – Play Later campaign and Share Your Stevenson Adventure campaign.
- Coordinated with Stevenson Downtown Association and Washington Tourism Alliance on new promotional campaigns.
- Promoted online shopping and to-go orders at Stevenson shops and restaurants.

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects	
P2-D1	Website	\$ 262.09
P2-D2	Social Media and Print Ad Creation	<u>\$1,000.00</u>
		\$1,262.09

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

P2-D2	Marketing (print, social media, press releases)	6hrs	\$ 180.00
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	<i>2020 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	85,000.00	\$1,442.09	\$13,676.64	\$71,323.36