

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

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	November, 2020
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	1,320.00 Program Management Time
	<u>15,574.16</u> Monthly Reimbursables
	\$ 24,394.16

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	84
Telephone Calls:	50
E-Mails:	30
Business Referrals:	410
Tracked Overnight Stays:	10
Mailings (student, relocation, visitor, letters):	4
Large Quantity Brochures	620
Chamber Website Pageviews	3,491
COS Website Pageviews	2,952

## CHAMBER BUSINESS

**Chamber Board Meeting:** We held our November board meeting with a presentation from the Skamania County Community Events and Recreation. Updates included; Gorge-wide tourism promotions with the Columbia Gorge Tourism Alliance, the membership services committee's new benefits that will be added in 2021, and Annual Dinner planning.

**Chamber Membership:** We had 4 new member join the Chamber and 11 membership renewals in November.

**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 seasonal event information and photos and a link to Skamania Lodge's weather cam.
- Placed monthly ad to promote Chamber membership in Skamania Pioneer and River Talk Weekly
- Attended MCEDD's Economic Symposium
- Participated in Washington Tourism Alliance's rebranding brainstorming meeting
- Worked with Washington Tourism Alliance on a new project (Wander Washington) to promote tourism within the State to Microsoft employees.
- Met with Columbia Gorge Tourism Alliance to create shop local promotions for the region.
- Joined with Gorge Chambers on Shop Local ads
- Coordinated with SDA, SBA, WRBA and EDC to create and place Shop Local co-op ads
- Continued #MySkamaniaAdventure social media campaign for fall on Facebook and Instagram
- Met with Non-Dues Revenue Committee to review list of ideas for additional revenue and narrow down based on time/financial investments and potential return on investment.
- Met with Budget Committee to create a new budget for 2021
- 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. Finalized decorating plan for Christmas in Carson, had signs created and placed ads for the event.

**Stevenson Downtown Association (SDA):** Attended monthly SDA board meeting and weekly meetings as part of the recovery response team. Contacted Stevenson businesses about Restaurant and Retailers program and helped with distribution of products for the 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 complete rebuild City of Stevenson website include: new photos, updating events, updating business listings, change focus on drink page to beer, move itineraries to new page, update fishing, shopping and learning pages with current info, remove dark filter, add “request a visitor packet” and add link to Skamania Lodge weather cam. Updated website should be launched in mid-December.
- Continue to promote Stevenson businesses on social media
- Continue #MyStevensonAdventure social media promotion for Fall on Facebook and Instagram
- Organized Community Decorating Day for putting up new Christmas in the Gorge decoration
- Christmas in the Gorge planning; contacted businesses about participating and decorating, created schedule of events, sent out parade applications, printed/distributed posters, found judges for contests, video for lighting of the tree and town, promoted on Christmas in the Gorge FB page, placed ads and more.
- Placed ads for Shop Stevenson for the Holidays campaign

**2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2	Promotional Products and Projects	
P2-D1	Website	\$3,269.95
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placement	\$ 850.00
P2-D7	Promotional Products	\$3,256.96
P2-F	Co-op Advertising with Skamania Lodge	\$ 372.40
P3-B	Christmas in the Gorge	<u>\$6,824.85</u>
		\$15,574.16

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

P2-D2	Marketing (print, social media, press releases)	5 hrs	\$ 150.00
P2-D1	Website updates	4 hrs	\$ 120.00
P3-B	Christmas in the Gorge	35 hrs	<u>\$1,050.00</u>
			\$1,320.00

	<b>2020 Budget</b>	<b>Current Request</b>	<b>Requested YTD</b>	<b>Remaining</b>
Total Program Promo Expenses	85,000.00	\$16,894.16	\$55,920.52	\$29,079.48