

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	November, 2022	
Amount Due:	\$ 9,166.00	Monthly Contract Amount
	1,000.00	Program Management Time
	<u>1,950.13</u>	Monthly Reimbursables
	\$ 12,116.13	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	162
Telephone Calls:	65
E-Mails:	25
Business Referrals:	720
Tracked Overnight Stays:	27
Mailings (relocation & visitor packets):	4
Chamber Website Pageviews	4,329
COS Website Pageviews	9,620

CHAMBER BUSINESS

Chamber Board Meeting: Our November Board meeting focused on finalizing 2023 strategic plan and preliminary budget and adopting a new financial policy.

Chamber Membership: We had 4 new member join the Chamber and 17 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 1,300 recipients.

Facebook Pages: The Chamber manages Facebook pages for Visit Stevenson, WA, Christmas in the Gorge, Wind River Business Association as well as for the Chamber itself.

Chamber Marketing, Projects, Action Items:

- Monthly meeting with NB Marketing for progress updates on our marketing plan and to review analytics
- Placed ads
- Created videos, ads and content calendar for Small Business Season promotion on Facebook
- Wrote Shop Local for the Holidays press release
- Sent monthly events to the Pioneer and Observer
- Updated featured events on website
- Worked with Skamania Lodge on side by side route for Yamaha group
- Review and revised membership services and non-dues revenue programs
- Held Government Affairs Council meeting
- Organized Government Affairs luncheon
- Hosted new member orientation workshop
- Hosted 2 ribbon cutting event
- Collaborating with Pioneer on article featuring all 12 businesses that had ribbon cutting events in 2022
- Finished event details for Christmas in the Gorge (parade, schedule of festivities, poster, ads)
- Attended Washington State Tourism Roundtable meeting, AWB's broadband and workforce meetings
- Monthly meeting with Washington Chamber Executives

County/Regional/State Meeting and Projects:

Wind River Business Association (WRBA): Serve as treasurer for WRBA – pay monthly bills, reconcile bank statements, attend monthly meetings and manage Facebook page. Created schedule and ads for Christmas in Carson.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting, promotion committee meeting, holiday lighting committee meetings. Launched Plaid Friday promotion.

(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 to review analytics and plan for action items for next month
- Placed ads
- Installed new weather station and added it to website
- Added recording service to webcams
- Adjusted website so it is more user friendly on mobile devices
- Sent out tourism newsletter about holiday festivities in Stevenson
- Worked with Skamania Lodge on Holiday Guide
- Promote holiday events and shopping local on social media
- Met with Port and American Cruise Lines about a FAM Tour for cruise ship front line staff in spring 2023

2022 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

P2-D1	Website	\$ 500.13
P2-D2	Social Media and Print Ad Creation	\$1,350.00
P2-D3	Boosting	<u>\$ 100.00</u>
		\$1,950.13

2022 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Monthly flat rate for program management	\$1,000.00
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	<i>2022 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$85,000.00	\$2,950.13	\$53,925.39	\$31,074.61