

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	November, 2021	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	1,855.00	Program Management Time
	<u>5,029.53</u>	Monthly Reimbursables
	\$ 14,384.53	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	177
Telephone Calls:	73
E-Mails:	32
Business Referrals:	1,062
Tracked Overnight Stays:	19
Mailings (student, relocation, visitor, letters):	5
Chamber Website Pageviews	4,381
COS Website Pageviews	1,610

CHAMBER BUSINESS

Chamber Board Meeting: In November we had an annual board retreat to refresh our strategic plan for 2022 and discussed starting a government affairs program.

Chamber Membership: We had 3 new members join the Chamber and 10 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.

Facebook Pages: The Chamber manages Facebook pages for the Stevenson Business Association, Gorge Blues and Brews Festival, Christmas in the Gorge, Wind River Business Association as well as for the Chamber itself.

Chamber Marketing, Projects, Action Items:

- Placed Holiday Happenings, Shop Local and tourism promotional ads
- Update featured events, season photos and winter COVID itineraries on website
- Added new GOrge Pass info to website and social media
- Finished new GrowthZone pages (membership directory, membership application and info hub) on website
- Launched new Info Hub for member access
- Submitted letter of support for Port's grant application
- Planned Holiday Open House event with SDA, SBDC, EDC and Port
- Staff development - watched webinar on "Inter-City Tours"
- Submitted article about Chamber's membership survey to The Skamania Observer
- Met with retreat facilitator to go over details of new Government Affairs program
- Booked space at Skamania Lodge for Annual Dinner – looking for entertainment options
- Researched sample E.D. contracts for Executive Committee
- Submitted grant reporting paperwork to Port of Seattle
- Working with Mt. Adams Chamber on collaborative ad in Washington State Visitor Guide
- 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. Applied for LTAC funding for new banner project for downtown Carson and Logtoberfest.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting, promotion committee meetings. Held 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 for progress updates on our marketing plan and to review analytics
- Placed ads
- Continuing to work with Pheonix Technologies on new webcams – looking into new weather cam opportunity with KOIN News
- Promote Stevenson as a travel destination on social media
- Held Community Decorating Day in preparation for Christmas in the Gorge
- Christmas in the Gorge:
 1. Created schedule of festivities – printed and distributed
 2. Printed and distributed posters and decorating letters to businesses
 3. Sent out Christmas in the Gorge Parade invitations/registrations
 4. Placed all ads
 5. Secured tree for Courthouse lawn and organized tree lighting
 6. Lined up cookie, cider & coffee donations, carolers, Santa, judges, music, and more
 7. Ordered 2 new tree decorations for light poles
 8. Send follow up message to all bazaar vendors and create layout map

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2 Promotional Products and Projects		
P2-D1	Website	\$ 317.13
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placement	\$ 796.00
P3-B	Christmas in the Gorge	<u>\$2,916.40</u>
		\$5,029.53

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	7 hrs	\$ 245.00
P2-D7	Ad placement	2 hrs	\$ 70.00
P3-B	Christmas in the Gorge	41 hrs	<u>\$1,435.00</u>
		53 hrs	\$1,855.00

	<i>2021 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$80,000.00	\$6,884.53	\$47,587.17	\$32,412.83