

2023 First Quarter Report



Chamber Staff:

Angie Weiss, Executive Director
Angel Knight, Admin Manager
Denise Russell, Tourism Services



Tourism Promotion

- * Added part-time tourism focused employee (4 hrs/wk)
- * Updated all print marketing materials for 2023
- * Update marketing plan & social media content calendar for 2023
- * Held quarterly social media contest for Valentines Day
- * Created new FAM Tour for cruise ship frontline staff
- * Working with State of WA Tourism on hosting a travel writer & on WA Waterfront Destinations promo
- * Working with Port & WA Water Trails Assoc on updating Columbia River Water Trail
- * Met with City of Kalama to advise on tourism projects, LTAC funding & chamber operations
- * Working with CGTA to plan Gorge Restaurant Month & hosting a travel writer



302 MEMBERS

32 Individual

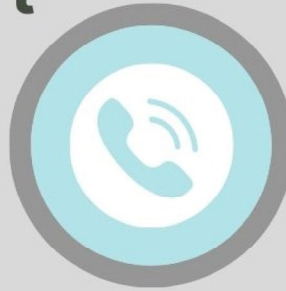
43 Non-Profit

227 Business

- 100+ Employees = 4
- 51-99 Employees = 2
- 21-50 Employees = 6
- 11-20 Employees = 9
- 6-10 Employees = 21
- 1-5 Employees = 52
- Owner Operated = 133
- Chamber Champions = 13



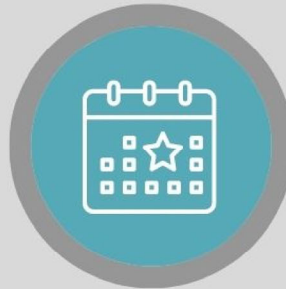
21 New Members Since January 1, 2023



COMMUNICATION

1

- * "Under Currents" newsletter has 1,489 recipients
- * Tourism Newsletter has 278 recipients
- * Chamber Facebook page has 2,553 followers
- * Chamber Website had 14,709 pageviews this quarter
- * Visit Stevenson Facebook page has 4,210 followers
- * Visit Stevenson Website had 26,671 pageviews this quarter



EVENTS

2

- * Chamber Annual Dinner & Awards Ceremony, January 27
- * Western Assoc of Chamber Exec's Conference, February
- * Chamber Champions Appreciation Reception, March 8
- * Chamber Happy Hour at Hotel Stevenson, March 15
- * Currently working on Skamania Sip & Stroll (May 13) and Gorge Blues and Brews Festival (June 23-24)



MEMBERSHIP & BENEFITS

3

- * Quarterly new member orientation session, February 7
- * New co-op discount advertising opportunity for members
- * Created new membership outreach plan
- * Working on new dues structure & benefits for 2024



GOVERNMENT AFFAIRS

4

- * Created legislative priorities for the 2023 session
- * Weighed in on 14 bills/budget items with State legislature
- * Created new GA Quarterly Newsletter
- * Met with Congresswomen Marie Perez Gluesenkamp
- * Hosted GA luncheon, March 23 with 59 attendees
- * Added 1 new GA Council member