

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

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	September, 2021
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	805.00 Program Management Time
	<u>7,040.76</u> Monthly Reimbursables
	\$ 15,345.76

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	398
Telephone Calls:	50
E-Mails:	33
Business Referrals:	2,015
Tracked Overnight Stays:	86
Mailings (student, relocation, visitor, letters):	8
Chamber Website Pageviews	6,943
COS Website Pageviews	2,022

## CHAMBER BUSINESS

**Chamber Board Meeting:** September Board meeting topics included board survey, ingredients for a successful chamber, proposed whistle blower policy, board make-up and vacant positions.

**Chamber Membership:** We had 1 new member join the Chamber and 31 membership renewals in September.

**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:**

- Held Lunch and Learn event – added video to YouTube channel
- Hosted Chamber Happy Hour event
- Placed ads
- Update website with links to new YouTube videos and featured events
- Working on new content calendar for social media pages
- Met with Marketing Committee to come up with new project ideas for 2022
- Met with Wind River Trust to advise on new project at Wind River Business Park
- Sent out needs assessment survey to chamber membership
- Created new board member orientation packets
- Staff development - watched webinar on The New Office Place and had hands on training for social media analytics and best practices.
- Scheduled board retreat and facilitator
- Weekly trainings for new Chamber data base software
- Worked with Washington Tourism Alliance on accommodations for travel writers coming to Skamania County
- Attended Skamania EDC's Annual Luncheon
- Attended Columbia Gorge Tourism Alliance monthly board meeting
- 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. Working on planning this year's Logtoberfest event.

**Stevenson Downtown Association (SDA):** Attend monthly SDA board meeting, promotion committee meetings and MSTCIP meetings. Organized Sandwich Smackdown promotion for September.

*(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
- Added ADA compliant plugins to website
- Continue to work with Pheonix Technologies on webcams
- Working on creating content calendar for social media pages
- Placed paid social media ads
- Renewed co-op Certified contract with Skamania Lodge
- Promote Stevenson as a travel destination on social media
- Meeting with holiday lighting committee to go over plans for lighting/decorations for Christmas in the Gorge
- Ordered Christmas in the Gorge tree decorations for light poles
- Sent out Christmas in the Gorge bazaar vendor applications
- Worked with Skamania County Events and Recreation on bazaar location/layout

**2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2	Promotional Products and Projects	
P2-D1	Website	\$ 342.14
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placement	\$ 999.00
P2-D7	Misc	\$ 234.27
P2-F	Co-op with Skamania Lodge	\$2,580.60
P3-B	Christmas in the Gorge	<u>\$1,884.75</u>
		\$7,040.76

**2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME**

P2-D2	Marketing (print, social media, press releases)	6 hrs	\$ 210.00
P2-D1	Website updates/web cams	4 hrs	\$ 140.00
P2-D7	Ad placement	3 hrs	\$ 105.00
P3-B	Christmas in the Gorge	10 hrs	<u>\$ 350.00</u>
		23 hrs	\$ 805.00

	<b>2021 Budget</b>	<b>Current Request</b>	<b>Requested YTD</b>	<b>Remaining</b>
Total Program Promo Expenses	\$80,000.00	\$7,845.76	\$36,928.17	\$43,071.83