

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

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	October, 2021
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	875.00 Program Management Time
	<u>2,899.47</u> Monthly Reimbursables
	\$ 11,274.47

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	299
Telephone Calls:	58
E-Mails:	20
Business Referrals:	2,015
Tracked Overnight Stays:	43
Mailings (student, relocation, visitor, letters):	6
Chamber Website Pageviews	4,212
COS Website Pageviews	1,863

## CHAMBER BUSINESS

**Chamber Board Meeting:** October Board meeting topics included make-up and vacant positions, membership survey results, progress update on new membership data base software.

**Chamber Membership:** We had 1 new member join the Chamber and 15 membership renewals in October.

**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:**

- Hosted Chamber Happy Hour event
- Placed ads
- Welcome letter for Annual Experience Skamania Guide
- Finished layout, design and content for new website pages
- Update all website pages that are tied to membership database software and info on winery page
- Weekly training on Chamber database software
- Turned in LTAC funding applications to City of Stevenson and Skamania County
- Staff development - watched webinar on "Communication Tools"
- Held ribbon cutting event at Rock Creek Tavern
- Sponsored/attended Pub Talk event
- Created and sent out board performance self-assessment survey
- Met with Rep from Senator Cantwell's office
- 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. Organized and held Logtoberfest event. Working on display banner project for downtown Carson.

**Stevenson Downtown Association (SDA):** Attend monthly SDA board meeting, promotion committee meetings and MSTCIP meetings. Working on Plaid Friday promotion for November.

(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
- Met with Pheonix Technologies to determine new webcam location and create proposal for updating all equipment and adding new equipment
- Promote Stevenson as a travel destination on social media & placed paid social media ads
- Met with Holiday Lighting Committee to organize decorating day for Christmas in the Gorge
- Find new Christmas tree vendor
- Reserve ad spaces for Christmas in the Gorge
- Ordered replacement light strands and additional bulbs for Christmas in the Gorge
- Receiving 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	\$ 301.14
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placement	\$ 45.00
P2-D7	Misc	\$ 174.00
P2-E	Wind River Publishing Ads	\$ 684.00
P3-B	Christmas in the Gorge	\$ 695.33
		\$2,899.47

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

P2-D2	Marketing (print, social media, press releases)	4 hrs	\$ 140.00
P2-D1	Website updates/web cams	6 hrs	\$ 210.00
P2-D7	Ad placement	3 hrs	\$ 105.00
P3-B	Christmas in the Gorge	12 hrs	<u>\$ 420.00</u>
		25 hrs	\$ 875.00

	<b><i>2021 Budget</i></b>	<b><i>Current Request</i></b>	<b><i>Requested YTD</i></b>	<b><i>Remaining</i></b>
Total Program Promo Expenses	\$80,000.00	\$3,774.47	\$40,702.64	\$39,297.36