

## **Exhibit A – SCOPE OF WORK**

### **Skamania County Chamber of Commerce serving as Destination Marketing Organization & Visitor Information Services**

- 1) Considering that tourism is currently Skamania County's main economic driver, the most important function of the Chamber is to promote Skamania County as a tourism destination, enhance the visitor experience and increase overnight stays. The Chamber will answer visitor requests by phone, mail, e-mail and in person. Fulfillment materials will continue to be produced.
- 2) Staff the Visitor Information Center with paid employees, year-round five days a week. In addition, the center will be open seven days a week from Memorial Day through Labor Day. In 2020 we plan to start a volunteer program to staff our satellite visitor center at the Bridge of the Gods, open from Memorial Day through Labor Day, Friday through Sunday.
- 3) Maintain counts of visitor contacts by category and, where possible, evaluate effectiveness of various promotional approaches.
- 4) One-time cost of approximately \$2,000 for a display ad in the 2020 Official Washington State Visitors Guide promoting Skamania.
- 5) Maintain and advertise our toll-free phone number.
- 6) Advertise and maintain Chamber website including enhanced search engine optimization, trip itineraries and adding new images.
- 7) Organize, plan and execute Bigfoot Bash at Logtoberfest in Home Valley.
- 8) Organize, plan and execute Gorge Blues & Brews Festival, 4<sup>th</sup> of July Fireworks, Skamania County Fair Parade and Christmas in the Gorge in Stevenson.
- 9) Create comprehensive marketing plans for both the Chamber and the City of Stevenson.
- 10) Handle all promotional programs for City of Stevenson tourism.
- 11) Attend trade shows promoting Skamania County as a tourist destination.
- 12) Sponsor, assist with content and distribute 2020 Skamania County Visitors Guide, magazine-size publication showcasing Skamania County.
- 13) Update the Skamania County "Lure" brochure with the Accommodations Guide (listing all hotels, motels and campgrounds), Dining Guide and Calendar of Events and distribute at locations throughout Washington and Oregon.
- 14) Update databases on local recreation, goods and products such as guide services, gift items, hiking trails, family activities and campgrounds in the region.
- 15) Distributed relocation packets in response to requests.
- 16) Continue to work closely with state, regional and national tourism organizations:
  - a. Columbia River Gorge Tourism Alliance
  - b. Washington State Destination Marketing Organizations Association (WSDMO)
  - c. Washington Tourism Alliance

- 17) Respond to inquiries from travel writers with suggested story ideas.
- 18) Assist Columbia River Gorge Tourism Alliance, Carson Hot Springs Resort and Skamania Lodge with FAM (familiarization) press tours visiting Stevenson and Skamania County.
- 19) Work with Skamania Lodge on co-op marketing projects and cross promotion on social media.
- 20) The Chamber will assist event coordinators from the County, private organizations and local business associations in the planning, production and advertising of the many county-wide events
- 21) Sell event tickets for events hosted by Skamania County Community Events and Recreation and other local associations as requested.
- 22) Place a two-page ad placement within the 'Columbia Gorge Visitors Guide'. Participation in this regional guide offers our local businesses a competitively priced four-color cooperative advertising opportunity.
- 23) Continue to promote the Columbia Gorge Interpretive Center Museum, the Gifford Pinchot National Forest, Mt. St. Helens Volcanic Monument and Pacific Crest Trail as major attractions in Skamania County.
- 24) Work with the local organized business associations in Skamania County.
- 25) Operate a retail center in the Chamber office selling maps, NW Forest Passes, hiking guide books and local history books.

## 2019 Chamber Project Review

- Professionally, we met the many diversified needs of our visitors seeking information
- Chamber membership reached an all-time high with 290 organizations, businesses and individuals.
- We developed and placed various ads as contracted:
  - Washington State Visitors Guide
  - Columbia River Gorge Visitors Guide Co-Op
  - The Gorge Magazine Co-Op
  - Hood River/The Dalles Visitor Guide
  - Vancouver, USA Visitor Guide
  - Bridge of the Gods Magazine
  - Wind River Publishing – guestroom directories, visitors guide
- We assisted event coordinators in various methods with promoting countywide events.
- Organized and executed a fundraising auction during Annual Dinner & Awards Ceremony in January which raised close to \$7,000 to supplement Chamber budget.
- Sponsored a full schedule of Chamber “Happy Hours” events throughout 2019.
- Organizing the 13th Annual Small Business Showcase offering all members an opportunity to host their fellow members and promote their services.
- “Chamber Break”, morning networking sessions, held once a month in the morning at various member locations.
- Social media marketing for Facebook pages promoting Skamania County, City of Stevenson and local events.
- Printed new panels for information kiosks located at Bridge of the Gods, Stevenson Landing and at the entrance to Carson.
- Created new lure brochure for the Chamber and updated inserts including Dining Guide, Accommodations Guide and Calendar of Events
- Created welcome packets for new businesses.
- Focused on membership recruitment with several cold-call outings.
- Held quarterly brown bag lunch workshop to help small businesses owners.
- Worked with Skamania County Senior Services, USFS-CRGNSA and WSDOT by soliciting Stevenson businesses to provide discount to Dog Mountain shuttle riders, incentivizing use of the shuttle rather than parking directly at the trailhead.
- Guided Wind River Business Association in the planning, organization and execution of Bigfoot Bash at Logtoberfest, held in Home Valley.
- Served as the lead party for organizing Gorge Blues & Brews Festival in Stevenson.
- Organized 4<sup>th</sup> of July fireworks display at Skamania County Fairgrounds in Stevenson.
- Staged the annual parade during the Skamania County Fair.
- Organized Fall Hike the Gorge weekend in Stevenson, with “shop local” promotion. Discounts were offered by participating Stevenson businesses to customers who show proof of their hike.
- Currently working on all details of Christmas in the Gorge activities, planned for the first weekend in December. Also implement “Shop Stevenson for Christmas” campaign.
- Produced monthly electronic newsletter “Columbia Currents”. Also produced weekly e-blast “Under Currents” highlighting member businesses and advising of current events and activities.
- Serve on Stevenson Downtown Association board of directors and Promotion committee, working on city-wide clean-up day and creating a historic walking tour of downtown.
- Please review 2019 monthly reports (presented to Skamania County monthly) to further explain the full extent of the Chamber’s vast list of deliverables and the amount of work entailed.

## **Exhibit B**

### **City of Stevenson Promotional Program Deliverables and other work on behalf of Stevenson Business of Association**

- Serve on Stevenson Downtown Association board of directors and promotion committee.
- Assist Stevenson Downtown Association director as necessary and requested.
- Work closely with Sasquatch Advertising on marketing campaign updates, monthly newsletters, website enhancements, display ad placement, seasonal promotions such as Fall Hiking Weekend, Instagram campaign, etc.
- Administer the Stevenson Facebook page. Post regular updates, notices, photos and items of interest.
- Manage Facebook pages for Stevenson events; Gorge Blues and Brews Festival and Christmas in the Gorge.
- Maintain Stevenson promotional website with current business information.
- Cooperate with Sasquatch Advertising on the “Fall Hike the Gorge” campaign, soliciting Stevenson businesses to provide discounts to hikers over one weekend in October.
- Worked cooperatively with Skamania Lodge on seasonal marketing projects including radio and print.
- Order placement of Stevenson display ads in regional guides and publications.
- Chamber staff leads the working committee to organize Gorge Blues & Brews Festival. Handle all aspects of marketing and promotion, volunteer organization, security scheduling, bookkeeping and many other tasks.
- Organize “Christmas in the Gorge” event with over 700 visitors to the Bazaar at the Skamania County Fairgrounds Exhibit Hall. 20 vehicles participated in the Starlight Parade with over 500 spectators viewing the parade and tree lighting.
- Revise Stevenson downtown map several times as new businesses open and others close. Order printing of map many times throughout the year.
- Update the tall kiosk maps on downtown lampposts, order new signs and schedule placement.
- Worked with event planners on date changes and/or re-design of kiosk diebond signs.
- Provide maps, guides and information to “Queen of the West”, “American Pride” and “American Empress” crews for distribution on board.
- Created Shop Local campaign and promotions.
- Compile information for registration packets for various groups at Skamania Lodge and those holding events at Skamania County Fairgrounds.
- Administer the Stevenson Bucks program.
- Organize and hold SBA meetings including creation of agenda, scheduling presentations, etc.
- Manage the SBA financial accounts including receivables and payables.

## SPONSORED EVENTS

- Gorge Blues & Brews Festival takes place the Saturday after Father's Day in June. Attendance is measured by on-line registration, occupancy counts at lodging properties and local campgrounds and beer/wine glass counts. By creating a two-day event, overnight stays have increased accordingly. The amount allocated within this request of \$9,000 represents approximately 20% of the entire event budget. Chamber staff leads the event coordination and promotion, including but not limited to:
  - Print advertisement design and placement
  - Website updates
  - Social media (i.e., Facebook) updates and regular postings
  - Banner, signs and poster design
  - Diebond sign update and installation
  - Coordinating breweries, wineries and food vendors
  - Contract with bands, sound and staging companies
  - Arrange for security staff, parking attendants, clean-up staff
  - Order all supplies and rental equipment
  - Sponsorship solicitation
  - Financial administration
  - Volunteer recruitment and scheduling
- Christmas in the Gorge is an event designed to increase visitation to Stevenson during the holiday season. With activities offered Friday through Sunday, overnight stays are encouraged. Attendance is determined by occupancy counts at lodging properties, physical counts at various activities, website statistics and social media interaction. \$5,000 provided by hotel/motel funds represents approximately 50% of the total budget. The Chamber manages event coordination and promotion of Christmas in the Gorge, including but not limited to:
  - Print advertisement design and placement
  - Website page creation
  - Social media (i.e., Facebook) updates and regular postings
  - Diebond sign installation
  - Working with local artist on annual event poster, printing and distribution
  - Creation of Christmas in the Gorge festivities schedule and distribution through Pioneer, schools, etc.
  - Schedule small tree lighting ceremony
  - Organization of Starlight Parade
  - Organization of downtown business decorations and contest
  - Organization and execution of crafts bazaar
  - Organization of weekend schedule of activities
  - Scheduling of entertainment, i.e., carolers, artists, etc.
- 4<sup>th</sup> of July Fireworks show has a direct impact on occupancy at Skamania Lodge and other Stevenson lodging properties. By providing an evening fireworks display, this holiday is more likely to entice overnight stays in Stevenson. \$6,500 is the total budget for this event, \$5,000 of which is spent on the fireworks themselves. The additional \$1,500 covers all marketing, posters, advertisements and entertainment. The Chamber manages event coordination of the fireworks, including but not limited to:
  - Print advertisement design and placement
  - Poster design, printing and distribution
  - Press release composition and distribution
  - Social media (i.e., Facebook) updates and postings
  - Scheduling live band and food vendors
  - Scheduling of pyrotechnician services
  - Organizing set up of event site – fencing, seating, bathrooms, etc.
  - Onsite attendance of event to count people, ensure execution

# Exhibit C

## City of Stevenson 2020 Promotional Programs Budget (Draft)

<b>Program 1</b>	<b>Stevenson Street Enhancement</b>	
A	Kiosk – tall images	\$ 500
B	Kiosk – diabond	500
C	Kiosk – diabond maintenance/service	<u>1,500</u>
	<b>Sub-Total</b>	<b>\$ 2,500</b>
<b>Program 2</b>	<b>Promotional Products &amp; Projects</b>	
A	Stevenson Map – update	\$ 500
B	Stevenson Map - printing	1,500
D	Stevenson Advertising Campaign	43,000
	D1 - Website (hosting, enhancements, webcams, maintenance, newsletter)	
	D2 - Print (media plan, social media, press releases, rack card, etc.)	
	D3 – Ad Development	
	D4 – Other (promotional products, misc marketing, postage, etc.)	
E	Wind River Publishing Advertisements (BHSR, Skamania Lodge, BWCRI, CMHS, Visitors Guide)	2,000
F	Skamania Lodge Co-Op Marketing Projects	<u>15,000</u>
	<b>Sub-Total</b>	<b>\$ 62,000</b>
<b>Program 3</b>	<b>Stevenson Business Association Event Program</b>	
A	Gorge Blues & Brews Festival	\$ 9,000
B	Christmas in the Gorge	5,000
C	4 <sup>th</sup> of July Fireworks	<u>6,500</u>
	<b>Sub-Total</b>	<b>\$ 20,500</b>
	<b>TOTAL</b>	<b>\$ 85,000</b>