

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	April, 2021	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	280.00	Program Management Time
	<u>2,112.48</u>	Monthly Reimbursables
	\$ 9,892.48	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	264
Telephone Calls:	47
E-Mails:	27
Business Referrals:	1,214
Tracked Overnight Stays:	30
Mailings (student, relocation, visitor, letters):	10
Chamber Website Pageviews	5,880
COS Website Pageviews	1,903

CHAMBER BUSINESS

Chamber Board Meeting: We held our monthly board meeting in April with a focus on follow up after our board retreat, updates to strategic plan for 2021 and setting priorities.

Chamber Membership: We had 2 new member join the Chamber and 14 membership renewals in April.

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. We continued to send out an e-blast specifically for COVID-19 updates as needed.

Facebook Pages: The Chamber manages Facebook pages for the Stevenson Business Association, Gorge Blues and Brews Festival, Christmas in the Gorge, Logtoberfest, Wind River Business Association as well as for the Chamber itself. We continue to manage our new Facebook page promoting take-out dining services in Skamania County. This is an effort to help all local restaurants through COVID-19.

Chamber Marketing, Projects, Action Items:

- Continue distributing PPE for businesses
- Updated Chamber website including adding logos for new hotels, uploaded 2021 visitor guide, added to calendar of events, updated Dog Mt Shuttle information and changed out some photos
- Completed follow-up paperwork for Port of Seattle grant
- Placed ads in several publications
- Held workshop on Microsoft 365
- Continue working with Columbia Gorge Tourism Alliance on Mid-Gorge and West-Gorge Food Trails
- Working with CGTA to offer assistance updating online platforms for tourism based chamber members
- Met with Chamber Board Mission and Vision Committee to review and revise our mission and vision
- Met with Washington Small Business Development Center main 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. Created Income and Expense spreadsheets for 2018 - present for CEKC. Promoted #ShopWRBA campaign on Facebook.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting and promotion committee meetings. Attended National Main Street Conference.

(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
- Updated business listings on Stevenson maps
- Provided Stevenson maps and shop local signs for Dog Mountain shuttle busses
- Ordered more Stevenson Strong bags for businesses
- Placed ads
- Continue to promote Stevenson businesses on social media
- Working with Pheonix Technologies to fix webcams
- Purchased new domain name VisitStevensonWA.com and launched new website

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2 Promotional Products and Projects		
P2-D1	Website	\$ 252.14
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-B	Stevenson Maps – printing	\$ 416.80
P2-E	Wind River Publication Ads	\$ 250.00
P3-B	Christmas in the Gorge	<u>\$ 193.54</u>
		\$2,112.48

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	4 hrs	<u>\$ 140.00</u>
		8 hrs	\$ 280.00

	<i>2021 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$80,000.00	\$2,392.48	\$14,767.95	\$65,232.05