

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

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	January, 2020	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	330.00	Program Management Time
	<u>8,216.95</u>	Monthly Reimbursables
	\$ 16,046.95	

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	143
Telephone Calls:	41
E-Mails:	31
Business Referrals:	1,371
Tracked Overnight Stays:	26
Mailings (student, relocation, visitor, letters):	3
Large Quantity Brochures	225
Chamber Website Pageviews	5,468
COS Website Pageviews	11,847

## CHAMBER BUSINESS

**Chamber Board Meeting:** We held our January board retreat at Skamania Lodge to draft a 3 year strategic plan for the Chamber.

**Chamber Membership:** We had 3 new members join the Chamber and 17 membership renewals in January. By the end of 2019 we reached 300 members!

**“Columbia Currents” Monthly Electronic E-Newsletter:** The January, 2020 issue was deployed to over 1,000 recipients.

**“Under Currents” Weekly E-Blast:** The weekly e-blast, consisting of updates and announcements submitted by Chamber members, is emailed out on Thursday afternoons.

**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.

**Chamber Happy Hour:** In lieu of a Chamber Happy Hour we held our Chamber Annual Dinner and Awards Ceremony with almost 200 guests in attendance. We had silent auction items up for bid to supplement the Chamber’s income.

### **Chamber Marketing, Projects, Action Items:**

- Placed ads in the Spring issue of the Gorge Magazine and 2020 Columbia River Gorge magazine and website.
- Followed up with strategic planning facilitator to add action items to the plan and performance measures.
- Updated Chamber’s lure brochure insert cards for 2020.
- Watched “Liquor, Cannabis, Gambling and your Fundraising Event” webinar.
- Worked with NB Marketing on creating new print ads for the Chamber.

### **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. Mailed out sponsor request letters for Logtoberfest.

**Stevenson Downtown Association (SDA):** Attended quarterly SDA board meeting. Attend monthly meetings to continue working on SDA Promotion Committee’s historical walking tour of Stevenson.

*(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:**

- Held SBA bi-monthly meeting
- Organized a new decorating/lighting committee to create a decorating plan for 2020 Christmas in the Gorge.
- Held first organizational meeting for Gorge Blues and Brews Festival and updated event website.
- Mailed out sponsor request letters for Gorge Blues and Brews Festival.
- Had meeting to plan fireworks show for 4<sup>th</sup> of July.
- Finalized new marketing plan with NB Marketing.

**2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2	Promotional Products and Projects	
P2-D1	Website	\$ 4,219.95
P2-D2	Social Media & Print Ads	\$ 1,000.00
P2-E	Wind River Publishing Advertisements	\$ 2,017.00
P2-F	Skamania Lodge Co-Op Projects	<u>\$ 980.00</u>
		\$ 8,216.95

	<b><i>2020 Budget</i></b>	<b><i>Current Request</i></b>	<b><i>Requested YTD</i></b>	<b><i>Remaining</i></b>
Total Program Promo Expenses	85,000.00	\$8,546.95	\$8,546.95	\$76,453.05

**2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME**

P2-D2	Marketing (print, social media, press releases)	6hrs	\$ 180.00
P3-A	Gorge Blues and Brews	4hrs	120.00
P3-C	4 <sup>th</sup> of July	1hr	<u>30.00</u>
		11hrs	\$ 330.00