

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	October 2018	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	390.00	Program Management Time
	<u>2,548.95</u>	Monthly Reimbursables
	\$ 10,438.95	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	260
Telephone Calls:	43
E-Mails:	13
Business Referrals:	1,081
Tracked Overnight Stays:	127
Mailings (student, relocation, visitor, letters):	5
Large Quantity Mailings (guides, brochures, etc.)	645
Chamber Website Pageviews	4,679
COS Website Pageviews	7,818

CHAMBER BUSINESS

Chamber Board Meeting: The October Board meeting was held with discussion items including event planning, staff recruitment, Board retreat, etc.

Chamber Membership: We had five new members in October and 22 renewals.

“Columbia Currents” Monthly Electronic Newsletter: The October 2018 issue was deployed on Tuesday, September 4 to over 1,000 recipients. Individuals continue to sign up for the e-newsletter via the website.

“Under Currents” Weekly E-Blast: The e-blast, consisting of three sections – Activities & Events, Announcements and Updates and New Members - is delivered weekly on Thursday afternoons.

“Chamber Break” Morning Networking Session: No Chamber Break took place in October due to lack of a host.

Chamber Happy Hour: The October Happy Hour was hosted by Cannabis Corner with approximately 30 in attendance. Attendees were able to tour the store’s new location in Stevenson and learn about products.

Chamber Facebook Page: Posting updates several times per week including sharing of member events and activities. Currently at 1,567 followers. Create new posting for each new member.

Chamber Marketing, Projects, Action Items:

- Donated basket for Mount St. Helens Institute fundraiser.
- Met with representative from River Talk Weekly to discuss advertising and promotional opportunities.
- Created promotional Skamania County display ad for ongoing publication in River Talk Weekly.
- Worked on all aspects of annual Small Business Showcase including recruitment of participants, selection of venue, ordering of food and drink, marketing of event through newspapers and social media plus distribution of press release.
- Updated kiosk at Cape Horn Trailhead and continue to fill with Skamania County Visitor Guides.
- Finalized and submitted 2019 funding requests to City of Stevenson and Skamania County lodging tax advisory committees.

COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT

Event Promotion/Assistance:

- All Stevenson Events
- Christmas in the Gorge
- Chamber Annual Dinner

LOCAL/REGIONAL/STATE MEETINGS AND PROJECTS:

Wind River Business Association (WRBA): Continue to serve as treasurer for WRBA – pay monthly bills and reconcile bank statements. Did not attend monthly meeting due to family illness. Other WRBA activity included:

- Bigfoot Bash at Logtoberfest: Finalized plans for event including volunteer confirmation, vendor arrangements, set-up of venue with tables, chairs, staging, tents, fencing, etc. Executed event with over 1,500 in attendance. Worked on financial reconciliation paying invoices and receiving revenues from event. Updating Logtoberfest Facebook page with 2203 followers.

Stevenson Business Association (SBA): Composed SBA agenda and held meeting with discussion items including Christmas in the Gorge plans, SDA developments, COS updates, etc.

Stevenson Downtown Association (SDA): Attended SDA meeting and worked with Promotion Committee members on walking tour plans.

Columbia Gorge Tourism Alliance (CGTA):

- Serve as treasurer paying bills, reconciling bank statements, completing treasurer reports.
- RARE Placement: Supervising RARE member's daily activities.
- Gorge Tourism Alliance:
 - Participated in two core team meetings.
 - Participated in four Summit committee planning meetings. Finalized panelists and speakers and secured lodging. Printed all summit materials including name tags. Assisted with set-up of event and co-hosted opening reception. Was unable to attend actual summit due to illness.
 - Receiving CGTA partner applications and payments.
 - Managing CGTA Facebook page. Currently at 2882 followers.

Skamania County Fair Board: Attended monthly fair board meeting and recapped 2018 fair.

(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:

- Renewed Stevenson ad in the 2019 Columbia River Gorge to Mt. Hood visitor magazine.
- Completed evaluation of 2018 Stevenson events and submitted to City Hall.
- Revised Christmas in the Gorge display ad and submitted to River Talk Weekly.
- Scanned Christmas in the Gorge posters dating back to 1996 for creation of book.
- Updated participating businesses on Fall Hike the Gorge campaign details. Followed up to gauge response from hikers.
- Posted updates and announcements on Stevenson Facebook page. Currently at 3293 fans.

2018 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects		
P2-D1	Website	\$	219.95
P2-D2	Marketing Campaign		1,100.00
P2E	Wind River Publishing Advertisements		684.00
P2F	Skamania Lodge Cooperative Projects		245.00
Program 3	Stevenson Business Association Events		
P3B	Christmas in the Gorge		<u>300.00</u>
		\$	2,548.95

2018 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

P2-D2	Marketing (print, social media, press releases, etc.)	5 hours	\$ 150.00
Program 3	Stevenson Business Association Events		
P3B	Christmas in the Gorge	8 hours	<u>240.00</u>
		13 hours	\$ 390.00