

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	March, 2021
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	350.00 Program Management Time
	<u>3,067.81</u> Monthly Reimbursables
	\$ 10,917.81

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	181
Telephone Calls:	84
E-Mails:	30
Business Referrals:	1,186
Tracked Overnight Stays:	29
Mailings (student, relocation, visitor, letters):	3
Chamber Website Pageviews	5,255
COS Website Pageviews	1,116

CHAMBER BUSINESS

Chamber Board Meeting: We held our annual board retreat in March with a focus on board orientation and a refresh of our strategic plan.

Chamber Membership: We had 3 new member join the Chamber and 20 membership renewals in March.

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 new Dog Mt. Shuttle information for 2021, added more events, member to member discounts and new Chamber Champions page with sponsor logos.
- Scheduled workshops
- Researched new event idea
- Update strategic plan action items for 2021
- Worked with Washington Tourism Alliance on photo gallery project
- Continue working with Columbia Gorge Tourism Alliance on Mid-Gorge and West-Gorge Food Trails
- Attend final Washington Tourism Alliance Destination Development meeting
- 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. Worked on creating a Shop Local campaign for WRBA which will run in April and May.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting and promotion committee meetings. Watched 2 webinars about the national Main Street program. Helped with organizing Spruce-Up Stevenson day.

(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
- Met with holiday lighting committee about decorating plans for 2021
- Up-lighting on 2nd Street for holidays throughout the year
- Created Shop Local signs and maps for Dog Mountain Shuttle busses
- Continue to promote Stevenson businesses on social media
- Worked with Network Solutions on getting website domain name switched over
- Working on small music event in lieu of Gorge Blues and Brews

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects	
P2-D1	Website	\$ 462.14
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D7	Promotional Products	<u>\$1,605.67</u>
		\$3,067.81

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	3 hrs	\$ 105.00
P3	Stevenson Events	3 hrs	<u>\$ 105.00</u>
			\$ 350.00

	<i>2021 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	80,000.00	\$3,417.81	\$12,375.47	\$67,624.53