

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	April, 2022	
Amount Due:	\$ 9,166.00	Monthly Contract Amount
	1,000.00	Program Management Time
	<u>7,499.46</u>	Monthly Reimbursables
	\$ 17,665.46	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	192
Telephone Calls:	52
E-Mails:	39
Business Referrals:	872
Tracked Overnight Stays:	46
Mailings (student, relocation, visitor, letters):	4
Chamber Website Pageviews	9,095
COS Website Pageviews	6,314

CHAMBER BUSINESS

Chamber Board Meeting: In April our board meeting focused on approving our Government Affairs objectives, legislative platform and operating policies and the creation of our Government Affairs Council.

Chamber Membership: We had 3 new members join the Chamber and 8 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 1,200 recipients.

Facebook Pages: The Chamber manages Facebook pages for Visit Stevenson, WA, Christmas in the Gorge, Wind River Business Association as well as for the Chamber itself.

Chamber Marketing, Projects, Action Items:

- Monthly meeting with NB Marketing for progress updates on our marketing plan and to review analytics
- Placed ads
- Held Chamber Coffee Break, Chamber Happy Hour networking events and 3 Ribbon Cutting events
- Sent out press release about Chamber changes
- Added monthly travel blog about spring hikes and Dog Mt shuttle to website
- Fixed broken links on website and added more events
- Created 2 tutorial videos on how to use new membership features on chamber website
- Hosted travel writer from Scenic WA
- Created 3 itineraries for FAM Tours – sent to influencers
- Continue planning Skamania Sip and Stroll Festival
- Sent out monthly membership survey
- Continue working on creating our Government Affairs program
- 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.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting and promotion committee meetings.

(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 to review analytics and plan for action items for next month
- Placed ads
- Promote Stevenson as a travel destination on social media
- Added monthly travel blog about spring hikes and Dog Mt shuttle to website
- Boosted ads on social media for travel blog and events
- Updated businesses on Stevenson Map
- Working with Port on waterfront locations for adding more webcams
- Coordinated with Choice Events on planning for Gorge Blues and Brews Festival

2022 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2 Promotional Products and Projects	
P2-D1 Website	\$ 339.14
P2-D2 Social Media and Print Ad Creation	\$1,350.00
P2-D3 Boosting	\$ 100.00
P2-D5 Ad placement	\$4,000.00
P2-D7 Misc promotional	<u>\$1,710.32</u>
	\$7,499.46

2022 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Monthly flat rate for program management \$1,000.00

	<i>2022 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$85,000.00	\$8,499.46	\$18,585.82	\$66,414.18