

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	March, 2020	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	240.00	Program Management Time
	<u>2,905.51</u>	Monthly Reimbursables
	\$ 10,645.51	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	69
Telephone Calls:	50
E-Mails:	105
Business Referrals:	915
Tracked Overnight Stays:	21
Mailings (student, relocation, visitor, letters):	1
Large Quantity Brochures	0
Chamber Website Pageviews	3,187
COS Website Pageviews	5,174

CHAMBER BUSINESS

Chamber Board Meeting: We held our March board meeting and finalized performance measures and timeline for our strategic plan. We also discussed possible meeting and networking event cancellations due to COVID-19.

Chamber Membership: We had 1 new members join the Chamber and 12 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 1,000 recipients. On March 17 we started sending out daily e-blast specifically for COVID-19 updates.

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. On March 18 we created a new Facebook page to promote take-out dining services in Skamania County. This is an effort to help all local restaurants that have had to close due to COVID-19.

Chamber Networking Events: We had to cancel our Chamber Happy Hour and Chamber Break events in March due to COVID-19.

Chamber Marketing, Projects, Action Items:

- Placed ads in Washington State Visitors Guide and Visit Vancouver
- Watched 3 part webinar series on succession planning
- Made updates to Chamber website including changing out seasonal photos and information on Dog Mt. Weekend Shuttle Service.
- Worked with Washington Tourism Alliance on "Buy Now, Play Later" promotion to encourage buying gift cards from local businesses to support them during COVID-19 closures.
- Worked with Columbia Gorge Tourism Alliance on a Gorge-wide gift card promotion similar to WTA's.
- Daily calls with County Emergency Operations Team with COVID-19 updates
- Weekly calls with Columbia Gorge Resiliency Team with COVID-19 updates
- Weekly emails with Washington State Chamber Executives and DMOs with COVID-19 updates
- Weekly reports to Washington State Department of Commerce with COVID-19 Financial Impacts

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): 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:

- Worked with Stevenson Businesses on discount program for Dog Mt. Weekend Shuttle riders. Later in the month the decision was made to cancel Dog Mt. Weekend Shuttle Service due to COVID-19.
- Worked on creating poster and ads for Gorge Blues and Brews. Later canceled Gorge Blues and Brews Festival due to COVID-19
- Worked with NB Marketing on positive messaging for closures and cancelations due to COVID-19
- Postponed Stevenson Clean-Up day due to COVID-19

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 1	Stevenson Street Enhancement	
P1-C	Kiosk Diabond Maintenance	\$ 63.55
Program 2	Promotional Products and Projects	
P2-D1	Website	\$ 472.09
P2-D2	Social Media and Print Ad Creation	\$ 900.00
P2-D4	Press Releases	\$1,000.00
P2-D5	Ad Placement	\$ 59.62
P2-F	Skamania Lodge Co-Op Marketing	\$ 245.00
Program 3	SBA Event Programs	
P3-A	Gorge Blues and Brews	\$ 165.25
		<u>\$2,905.51</u>

2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

P2-D2	Marketing (print, social media, press releases)	4hrs	\$ 120.00
P3-A	Gorge Blues and Brews	4hrs	<u>120.00</u>
		4hrs	\$ 240.00

	<i>2020 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	85,000.00	\$3,145.51	\$12,234.55	\$72,765.45