

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	February, 2022	
Amount Due:	\$ 9,166.00	Monthly Contract Amount
	1,000.00	Program Management Time
	<u>2,607.19</u>	Monthly Reimbursables
	\$ 12,773.19	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	93
Telephone Calls:	65
E-Mails:	22
Business Referrals:	432
Tracked Overnight Stays:	33
Mailings (student, relocation, visitor, letters):	7
Chamber Website Pageviews	2,928
COS Website Pageviews	3,937

CHAMBER BUSINESS

Chamber Board Meeting: In February our board meeting focused on updated membership benefits, membership survey questions, potential Chamber members and suggestions for new resources webpage.

Chamber Membership: We had 3 new members join the Chamber and 11 membership renewals in February.

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.

Facebook Pages: The Chamber manages Facebook pages for the Stevenson Business Association, 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
- Created all new ads for FB content calendar to start running in March
- Added more info to Resources page in Info Hub
- Updated downloadable visitor guide on website
- Updated board members, chamber champion members and featured events on website
- Added new Travel Blog page to website with monthly travel blog about snow parks
- Board orientation with 2 new board members
- Started planning Chamber Champions Appreciation Reception
- Started planning Skamania Sip and Stroll Festival
- Attended Western Association of Chamber Executives Annual Conference
- Weekly legislative update meetings with Association of Washington Business
- 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, promotion committee meetings and board training webinar.

(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 new Travel Blog page to website with monthly travel blog about snow parks
- Boosted ads on social media for snow park blog
- Added new video feeds to website for webcams
- Update kiosk event signs with 2022 dates
- 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	\$1,157.19
P2-D2 Social Media and Print Ad Creation	\$1,350.00
P2-D7 Misc Promotion	<u>\$ 100.00</u>
	\$2,607.19

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	\$3,607.19	\$6,364.58	\$78,635.42