

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	July, 2021	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	490.00	Program Management Time
	<u>4,607.94</u>	Monthly Reimbursables
	\$ 12,597.84	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	514
Telephone Calls:	61
E-Mails:	31
Business Referrals:	1,836
Tracked Overnight Stays:	98
Mailings (student, relocation, visitor, letters):	35
Chamber Website Pageviews	10,587
COS Website Pageviews	2,151

CHAMBER BUSINESS

Chamber Board Meeting: We do not hold a monthly board meeting in July.

Chamber Membership: We had 2 new member join the Chamber and 29 membership renewals in July.

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, Gorge Blues and Brews Festival, Christmas in the Gorge, Logtoberfest, Wind River Business Association as well as for the Chamber itself.

Chamber Marketing, Projects, Action Items:

- Sent out Skamania County Fair Parade registration forms, applied for permit and requested road closure
- Added new GORge Pass info and link to website
- Started selling GORge passes
- Placed ads
- Sent summer event information to WA Filmworks
- Worked with Washington Tourism Alliance on revamping the Explore Washington's Backyard promotion
- Held Lunch and Learn event
- Hosted Chamber Happy Hour event
- Organized combined ribbon cutting event for 3 businesses
- Updating all Chamber event flyers
- Worked on logo for Skamania Sip and Stroll event. Sent out sponsorship request letters and invitation to participate to breweries, wineries, local retailers and restaurants. Started designing webpage, posters and ads.
- Met with 2 new businesses about Chamber membership
- Worked with SDA on entrepreneurial ecosystem concept and applied for funding
- Weekly trainings for new Chamber data base software
- 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. Working on planning this year's Logtoberfest event.

Stevenson Downtown Association (SDA): Attend monthly SDA board meeting and promotion committee meetings. Organizing Sandwich Smackdown promotion for September.

(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
- Ran social media promotion #mystevensonadventure through the month of July
- Placed ads
- Updated website with new GOrge Pass information and link
- Put together 550 welcome bags with Stevenson maps and other marketing materials for 2 events; Columbia Downwind Championship and WA State PUD Commissioners
- Placed paid social media ads
- Continue to promote Stevenson businesses on social media
- Updated kiosk signs with 2021 event dates

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects	
P2-B	Stevenson map printing	\$ 632.20
P2-D1	Website	\$ 252.14
P2-D2	Social Media and Print Ad Creation	\$1,100.00
P2-D5	Ad Placement	\$1,566.00
P2-D7	Promotional Items	<u>\$1,057.60</u>
		\$4,607.94

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

P2-D2	Marketing (print, social media, press releases)	7 hrs	\$ 245.00
P2-D1	Website updates/web cams	2 hrs	\$ 70.00
P2-D7	Other promotional items	5 hrs	<u>\$ 175.00</u>
		14 hrs	\$ 490.00

	<i>2021 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$80,000.00	\$4,997.94	\$26,341.33	\$53,658.67