

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce
Reporting Period:	December, 2021
Amount Due:	\$ 7,500.00 Monthly Contract Amount
	2,135.00 Program Management Time
	<u>15,155.65</u> Monthly Reimbursables
	\$ 24,790.65

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	109
Telephone Calls:	33
E-Mails:	11
Business Referrals:	685
Tracked Overnight Stays:	50
Mailings (student, relocation, visitor, letters):	7
Chamber Website Pageviews	5,443
COS Website Pageviews	2,781

CHAMBER BUSINESS

Chamber Board Meeting: In December our board meeting focused on recapping our retreat, overview of new government affairs program, approving 2022 budget and electing Executive Board members.

Chamber Membership: We had 3 new members join the Chamber and 13 membership renewals in December.

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, Wind River Business Association as well as for the Chamber itself.

Chamber Marketing, Projects, Action Items:

- Placed ads
- Updated leadership, chamber champions, events and public transportation pages on website
- Created 2022 calendar of events for Skamania Visitor Guide
- Generated new membership list for 2022 Skamania Visitor Guide
- Created annual budget for 2022
- New Board member orientation
- Hosted Holiday Open House event with SDA, SBDC, EDC and Port
- Staff development - watched webinar "Lessons Learned and What's on the Horizon for Chamber in 2022"
- Updated strategic plan for 2022
- Updated marketing plan for 2022
- Created new Annual Report for 2021
- Continued to work on preparations for Annual Dinner – invitations, entertainment, awards, sponsors, etc
- 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. Held Plaid Friday promotion.

(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 and to review analytics
- Placed ads
- Promote Stevenson as a travel destination on social media
- Updated seasonal photos on website
- Held Christmas in the Gorge event the first weekend in December:
 - Tree lighting festivities
 - Starlight Parade
 - Arts & Crafts Bazaar

2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2 Promotional Products and Projects		
P2-D1	Website	\$1,121.95
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placement	\$4,000.00
P2-E	Ads with Wind River Publishing	\$1,083.00
P2-F	Skamania Lodg Co-op Advertising	\$5,000.00
P3-A	Gorge Blues and Brews Festival	\$ 614.44
P3-B	Christmas in the Gorge	\$2,336.26
		\$15,155.65

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	4 hrs	\$ 140.00
P2-D7	Ad placement	3 hrs	\$ 105.00
P3-B	Christmas in the Gorge	50 hrs	\$1,750.00
		61 hrs	\$2,135.00

	<i>2021 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$80,000.00	\$17,290.65	\$64,877.82	\$15,122.18