

# CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

|                   |                                     |                         |
|-------------------|-------------------------------------|-------------------------|
| Contractor:       | Skamania County Chamber of Commerce |                         |
| Reporting Period: | June, 2021                          |                         |
| Amount Due:       | \$ 7,500.00                         | Monthly Contract Amount |
|                   | 420.00                              | Program Management Time |
|                   | <u>4,453.46</u>                     | Monthly Reimbursables   |
|                   | \$ 12,373.46                        |                         |

## VISITOR STATISTICS

|   | <u>Stevenson Office</u> |
|---|-------------------------|
| Walk-In Visitors:                                 | 398                     |
| Telephone Calls:                                  | 85                      |
| E-Mails:  | 27                      |
| Business Referrals:                               | 2,351                   |
| Tracked Overnight Stays:                          | 70                      |
| Mailings (student, relocation, visitor, letters): | 33                      |
| Chamber Website Pageviews                         | 7,159                   |
| COS Website Pageviews                             | 2,686                   |

## CHAMBER BUSINESS

**Chamber Board Meeting:** We held our monthly board meeting in June with a focus on bylaw revisions, board composition, expectations and agreements, in-person networking events and meetings.

**Chamber Membership:** We had 4 new member join the Chamber and 17 membership renewals in June.

**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. We continue to manage our new Facebook page promoting take-out dining services in Skamania County. This is an effort to help all local restaurants through COVID-19.

### **Chamber Marketing, Projects, Action Items:**

- Continue distributing PPE for businesses
- Updated marketing plans for summer with a focus on outdoor recreation and scenic drives
- Added new blog page to website
- Placed ads
- Continue working with Columbia Gorge Tourism Alliance on new Gorge Food Trails
- Selling new Gorge Museum Passes
- Held Lunch and Learn event
- Met with Chamber Board Policy Review Committee to create new policies
- Began organizing new fundraiser event for the Chamber in September; Skamania Sip and Stroll
- Met with 3 new businesses about Chamber membership
- 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. Helped organize 4<sup>th</sup> of July ice cream social and worked on organizing this year's Logtoberfest event.

**Stevenson Downtown Association (SDA):** Attend monthly SDA board meeting and promotion committee meetings. Created branding survey for community input.

(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
- Sent out press release for summer social media promotion #mystevensonadventure
- Purchased prizes for #mystevensonadventure promotion
- Placed ads
- Updated website with summer event dates and link to Skamania County Transit page
- Continue to promote Stevenson businesses on social media
- Ordered custom Christmas decorations

**2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

|           |                                    |                   |
|-----------|------------------------------------|-------------------|
| Program 2 | Promotional Products and Projects  |                   |
| P2-D1     | Website                            | \$ 312.14         |
| P2-D2     | Social Media and Print Ad Creation | \$1,000.00        |
| P2-D7     | Promotional Items                  | \$1,513.92        |
| P2-E      | Wind River Publishing Ads          | \$ 275.00         |
| P2-F      | Skamania Lodge Co-op Marketing     | <u>\$1,352.40</u> |
|           |                                    | <u>\$4,453.46</u> |

**2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME**

|       |   |        |                 |
|-------|---|--------|-----------------|
| P2-D2 | Marketing (print, social media, press releases) | 8 hrs  | \$ 280.00       |
| P2-D1 | Website updates/web cams                        | 2 hrs  | \$ 70.00        |
| P3-B  | Christmas in the Gorge                          | 2 hrs  | <u>\$ 70.00</u> |
|       |   | 12 hrs | \$ 420.00       |

|                              | <b><i>2021 Budget</i></b> | <b><i>Current Request</i></b> | <b><i>Requested YTD</i></b> | <b><i>Remaining</i></b> |
|------------------------------|---------------------------|-------------------------------|-----------------------------|-------------------------|
| Total Program Promo Expenses | \$80,000.00               | \$4,837.46                    | \$21,343.39                 | \$58,656.61             |