

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT, MONTHLY REPORT & INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	March, 2022	
Amount Due:	\$ 9,166.00	Monthly Contract Amount
	1,000.00	Program Management Time
	<u>2,721.78</u>	Monthly Reimbursables
	\$ 12,887.78	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	186
Telephone Calls:	50
E-Mails:	40
Business Referrals:	679
Tracked Overnight Stays:	21
Mailings (student, relocation, visitor, letters):	8
Chamber Website Pageviews	4,157
COS Website Pageviews	4,801

CHAMBER BUSINESS

Chamber Board Meeting: In March our board meeting focused on Government Affairs progress, Chamber events. Lost and Found program.

Chamber Membership: We had 8 new members join the Chamber and 34 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 1,200 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
- New branded social media posts launched in March
- Changed winter photos to spring photos on website
- Updated scrolling hotel logos and links on website
- Added monthly travel blog about spring equinox to website
- Deployed new quarterly travel newsletter
- Schedule influencer tour to focus on fishing
- Held Chamber Champions Appreciation Reception
- Continue planning Skamania Sip and Stroll Festival
- Launched new monthly membership survey
- Added 2 tutorial videos to YouTube channel
- Finished creating Government Affair Operating Policy
- 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 MSTCIP meetings.

(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
- Held spring quarter social media contest with prizes
- Changed winter photos to spring photos on website
- Updated info and business listings on Eat, Stay, Play, Fishing, Festivals and Hiking pages on website
- Added monthly travel blog about spring equinox to website
- Boosted ads on social media for travel blog and photo contest
- Deployed new quarterly travel newsletter
- Ordered new branded reusable shopping bags
- 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	\$1,145.89
P2-D2	Social Media and Print Ad Creation	\$1,350.00
P2-D3	Boosting	\$ 100.00
P2-D5	Ad placement	<u>\$ 125.89</u>
		\$2,721.78

2022 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Monthly flat rate for program management	\$1,000.00
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	<i>2022 Budget</i>	<i>Current Request</i>	<i>Requested YTD</i>	<i>Remaining</i>
Total Program Promo Expenses	\$85,000.00	\$3,721.78	\$10,086.36	\$74,913.64