

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

|                   |                                     |                         |
|-------------------|-------------------------------------|-------------------------|
| Contractor:       | Skamania County Chamber of Commerce |                         |
| Reporting Period: | August, 2020                        |                         |
| Amount Due:       | \$ 7,500.00                         | Monthly Contract Amount |
|                   | 480.00                              | Program Management Time |
|                   | 5,596.79                            | Monthly Reimbursables   |
|                   | <u>302.01</u>                       | PPE Supplies            |
|                   | \$ 13,878.80                        |                         |

## VISITOR STATISTICS

|   | <u>Stevenson Office</u> |
|---|-------------------------|
| Walk-In Visitors:                                 | 398                     |
| Telephone Calls:                                  | 49                      |
| E-Mails:  | 20                      |
| Business Referrals:                               | 2,389                   |
| Tracked Overnight Stays:                          | 110                     |
| Mailings (student, relocation, visitor, letters): | 5                       |
| Large Quantity Brochures                          | 260                     |
| Chamber Website Pageviews                         | 5,685                   |
| COS Website Pageviews                             | 9,489                   |

## CHAMBER BUSINESS

**Chamber Board Meeting:** We held our August board meeting with discussions about progress on our strategic plan.

**Chamber Membership:** We had 1 new member join the Chamber and 8 membership renewals in August.

**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. We continued to send out an e-blast specifically for COVID-19 updates as needed.

**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 ordering/distributing PPE for businesses
- Updated website to include 3 new travel itineraries and new photos
- Created new template for Under Currents newsletter
- Placed new ad to promote Chamber membership in Skamania Pioneer and River Talk Weekly
- Submitted "Get to know your local chamber" article to Skamania Pioneer and River Talk Weekly
- Worked with a board committee to review Chamber's personnel manual and make revisions
- Coordinating with Columbia Gorge Tourism Alliance on Benefits of Tourism presentation
- Researched sponsorship programs and travel tours as an additional revenue source for the Chamber
- Check-in meeting with Sarah from Senator Cantwell's office
- Bi-weekly meetings with Washington Hospitality Association
- Bi-weekly calls with County Emergency Operations Team with COVID-19 updates
- Bi-weekly meeting with Washington Chamber Executives
- Weekly calls with Representative Gina Mosbrucker
- New monthly meetings with WA Scenic By-ways for state-wide tourism promotion ideas
- Webinars: Affinity Programs

### **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. Started planning on expanding Christmas in Carson to be a weekend long event with more festivities and more decorations throughout the town.

**Stevenson Downtown Association (SDA):** Attended monthly SDA board meeting and additional meetings as part of the business recovery committee. Worked on recovery committee projects and creating a current business contact list for Stevenson.

*(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
- Placed ads in KOA campground publications
- Social Media promotion of Stevenson businesses, outdoor recreation and scenic drives
- Working on new 5 new itineraries for website and updating website layout
- Scheduled photo shoot for website
- Updating Drink page on website by links to website for Breweries in the Gorge, Gorge Wine and Columbia Gorge Cider Society
- Adding “request a visitor packet” to website and creating email list from that for future promotions
- Ordered new Christmas decorations
- Planned alternative ideas for Christmas in the Gorge activities to comply with COVID restrictions

**2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

|           |                                       |                    |
|-----------|---------------------------------------|--------------------|
| Program 2 | Promotional Products and Projects     |                    |
| P2-D1     | Website                               | \$ 474.23          |
| P2-D2     | Social Media and Print Ad Creation    | \$1,000.00         |
| P2-D5     | Ad Placement                          | \$1,738.00         |
| P2-F      | Co-op Advertising with Skamania Lodge | \$1,100.94         |
| Program 3 | Event Program                         |                    |
| P3-B      | Christmas in the Gorge                | \$ 1,219.12        |
| P3-C      | 4th of July                           | <u>\$ 64.50</u>    |
|           |                                       | <u>\$ 5,596.79</u> |

**2020 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME**

|       |   |              |                  |
|-------|---|--------------|------------------|
| P2-D2 | Marketing (print, social media, press releases) | 4 hrs        | \$ 120.00        |
| P2-D1 | Website updates                                 | 8 hrs        | \$ 240.00        |
| P3-B  | Christmas in the Gorge                          | <u>4 hrs</u> | <u>\$ 120.00</u> |
|       |   |              | <u>\$ 480.00</u> |

|                              | <b><i>2020 Budget</i></b> | <b><i>Current Request</i></b> | <b><i>Requested YTD</i></b> | <b><i>Remaining</i></b> |
|------------------------------|---------------------------|-------------------------------|-----------------------------|-------------------------|
| Total Program Promo Expenses | 85,000.00                 | \$6,076.79                    | \$29,106.35                 | \$55,893.65             |

**PPE for Businesses – Reimbursable Expenses**

|                                  |          |
|----------------------------------|----------|
| Disinfectant wipes               | \$282.01 |
| Spray bottles for hand sanitizer | \$ 20.00 |