

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	April 2018	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	900.00	Promotional Projects Management Time
	<u>4,015.06</u>	Monthly Reimbursables
	\$ 12,415.06	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	252
Telephone Calls:	35
E-Mails:	18
Business Referrals:	593
Tracked Overnight Stays:	92
Mailings (student, relocation, visitor, letters):	12
Large Quantity Mailings (guides, brochures, etc.):	1,154
Chamber Website Pageviews	3,044
COS Website Pageviews	6,614

CHAMBER BUSINESS

Chamber Board Meeting: The April Board meeting included discussion about upcoming events, impending increase in visitation and local effects, executive direction transition, etc.

Chamber Membership: We had three new members in April and 26 renewals.

“Columbia Currents” Monthly Electronic Newsletter: The April 2018 issue was deployed on Monday, April 2 to over 1,000 recipients. Individuals continue to sign up for the e-newsletter via the website.

“Under Currents” Weekly E-Blast: The e-blast, consisting of three sections – Activities & Events, Announcements and Updates and New Members - is delivered weekly on Thursday afternoons.

“Chamber Break” Morning Networking Session: The April Chamber Break was hosted by Carson Hardware in Carson. 12 people were in attendance.

Chamber Happy Hour: The April Happy Hour was hosted by Timberlake Campground and RV Park in Home Valley showcasing their new retail store and registration area. Approximately 50 people attended.

Chamber Facebook Page: Posting updates several times per week. Currently at 1,504 fans. Create new posting for each new member.

Chamber Marketing, Projects, Action Items:

- Placed display ad in Hood River News Visitor Guide.
- Completed performance report for USFS RAC Title II funding in 2017.
- Delivered Skamania County Visitor Guides to USFS office for distribution at Gorge Trail Ambassador training.
- Composed offer letter to Angie Waiss reflecting promotion to Executive Director in 2019.
- Renewed display ad in Best Western Columbia River Inn room directory.
- Attended and provided scissors and ribbon for grand opening ribbon cutting at CrossCut Espresso & Deli in Carson.
- Attended Underwood Mountain wine review.
- Provided Summer Guide story suggestions to Pioneer editor.
- Distributed cooperative advertising opportunity to membership for inclusion in summer issue of The Gorge Magazine.
- Provided Washington Filmworks Office with local contacts for potential Honda motorcycle commercial shoot.
- Provided Insitu with spreadsheet of local lodging properties including contact information, number of rooms, price range, amenities, etc.
- Worked with account on 2017 tax returns.
- Assisted Home Valley project leader with information about wedding resources and purveyors in the region.
- Interviewed by NW Dentist Magazine regarding travel information for Columbia River Gorge.
- Provided letter of support to USDA for loan opportunities on behalf of TenzenOnsen spa project in Home Valley.

- Participated in countywide garage sales at Skamania County Fairgrounds, selling Chamber merchandise and assorted items.
- Attended Oregon Governor's Conference on Tourism in Bend, representing Skamania County and Columbia Gorge Tourism Alliance.

COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT

Event Promotion/Assistance:

- All Stevenson Events
- Gorge Blues & Brews Festival
- GorgeGrass
- Skamania County Fair
- Bigfoot Bash at Logtoberfest

LOCAL/REGIONAL/STATE MEETINGS AND PROJECTS:

Wind River Business Association (WRBA): Continue to serve as treasurer for WRBA – pay monthly bills, receive monies from t-shirt sales, and reconcile bank statements. Attended monthly meeting. Other WRBA activity included:

- Negotiated contract with band for Logtoberfest and secured contract.
- Working with Umpqua Bank to open new WRBA account in partnership with CEKC.
- Attended monthly WRBA meeting.

Stevenson Business Association (SBA): Composed and distributed agenda for SBA meeting. Discussion items include Stevenson Downtown Association news, Gorge Blues & Brews Festival updates, business updates, etc.

Stevenson Downtown Association (SDA): Attended the SDA meeting. Discussion items included Main Street Tax Credit Incentive Program, 2018 goals, logo design, RCO grant, etc.

Columbia Gorge Tourism Alliance (CGTA):

- Serve as treasurer paying bills, reconciling bank statements, completing treasurer reports.
- RARE Placement: Supervising RARE member's daily activities. Submitted RARE 2nd quarter assessment and reviewed with participant.
- Gorge Tourism Alliance:
 - Continue to assist with by-laws revision.
 - Attended Summit planning committee meeting via ZOOM.
 - Submitted pre-application for 2018-19 RARE placement.
 - Attended bi-monthly CGTA Board meeting.
 - Managing CGTA Facebook page. Currently at 2863 followers.

Skamania County Fair Board: Attended Fair Board meeting. Assisted with creation of 2018 GorgeGrass tri-fold brochure.

Columbia River Gorge Commission Economic Vitality Working Group: Invited to represent regional tourism perspective on this committee convened to provide input to CGRC staff on the Management Plan's content and the needs for updates. Attended first meeting for overview of the purpose of this group.

Mount St. Helens Partners: Attended meeting convened by Mount St. Helens National Volcanic Monument Community Liaison of tourism partners from communities surrounding Mount St. Helens. Provided update on conditions in Columbia River Gorge. Discussed opportunities available to promote the region.

Dog Mountain Partners: Attended meeting with Skamania County Senior Services, USFS-CRGNNSA, WSDOT, WSP and Skamania County Sheriff's office to discuss the Dog Mountain shuttle status, permit numbers, signage and verbiage, etc.

Skamania County Brownfield Advisory Committee: Attended first meeting of new committee designed to address potential brownfield projects in Skamania County with presentation by Maul Foster Alongi consultant.

(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:

- Placed display ad in Hood River New visitor guide.
- Facilitated COS logo usage by local business.
- Picked up new print run of COS tear-off maps in Hood River.
- Purchased new 20 x 40 tent canopy in partnership with Skamania County Fair Board along with 10x10 pop-up (to replace one damaged at 2017 GBBF).
- Placed ½ page display ad in DeVaul Publishing Summer Guide.
- Renewed COS ad and map in Best Western Columbia River Inn room directory.
- Placed COS ad in Cascade Locks KOA map and Bridge RV Park map.
- Participated in Stevenson Clean-up Day.
- Placed display ad in 1889 Washington’s Magazine Road Trips issue, June/July.
- Placed Mother’s Day ad in Skamania County Pioneer.
- Gorge Blues & Brews Festival planning including, but not limited to:
 - Continuous updates of website as breweries and vendors sign up.
 - Solicited t-shirt designs.
 - Negotiated with sponsor regarding main stage coverage plus additional promotion through festival sticker. Solicited sticker design.
 - Receiving vendor applications.
 - Secured Cannabis Corner as exhibitor during festival.
 - Updating event Facebook page, currently at 4170 followers.
 - Held GBBF planning meeting. Discussed posters, ads, glassware, food vendors, music arrangements, equipment and facility set-up, promotion, etc.
- Posted updates and announcements on Stevenson Facebook page. Currently at 3207 fans.

2018 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects		
P2B	Tear-Off Map – Printing	\$	407.11
P2-D1	Website		219.95
P2-D2	Marketing		1,818.00
P2E	Wind River Publishing Ads		580.00
P2F	Skamania Lodge Cooperative Projects		490.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival		<u>500.00</u>
		\$	4,015.06

2018 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Program 2	Promotional Products and Projects		
P2B	Tear-Off Map – Printing	2 hours	\$ 60.00
P2-D2	Marketing (print, social media, press releases, etc.)	14 hours	420.00
P2-D4	Other	2 hours	60.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival	<u>12 hours</u>	<u>360.00</u>
		30 hours	\$ 900.00