

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

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	January, 2021	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	490.00	Program Management Time
	<u>5,394.93</u>	Monthly Reimbursables
	\$ 13,384.93	

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	112
Telephone Calls:	45
E-Mails:	33
Business Referrals:	943
Tracked Overnight Stays:	18
Mailings (student, relocation, visitor, letters):	0
Chamber Website Pageviews	3,842
COS Website Pageviews	670

## CHAMBER BUSINESS

**Chamber Board Meeting:** We held our January board meeting with a lengthy discussion on the Chamber's involvement in advocating for the safe re-opening of business and the Chamber's Annual Dinner video.

**Chamber Membership:** We had 2 new member join the Chamber and 20 membership renewals in January.

**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 Chamber website including adding a new membership renewal page and added new membership benefits for 2021 to benefits page
- Placed monthly ad to promote Chamber membership in Skamania Pioneer and River Talk Weekly
- Submitted press release for Chambers Annual Dinner video to Skamania Pioneer, Skamania Observer and River Talk Weekly
- Met with Annual Dinner Planning Committee, videographer Tom Sikora and video participants, wrote speeches, ordered trophies, and filmed video segments. Sold sponsorships and created/sold "dinner packages"
- Updated YouTube channel and uploaded Annual Dinner video
- Attended ribbon cutting at Skyline Health
- Placed co-op ad in Spring issue of The Gorge Magazine
- Created new itinerary pages for 2021 Experience Skamania Visitor Guide
- Apply for Port of Seattle Tourism Promotion Grant
- Advocated for safe re-opening of business by soliciting support for SB 5114 and setting up meeting with legal counsel for businesses to ask COVID questions.
- Attend Columbia Gorge Tourism Alliance meeting to create new Mid-Gorge and West-Gorge Food Trails
- 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.

**Stevenson Downtown Association (SDA):** Attended monthly SDA board meeting and recovery response team meetings as scheduled. Helped with check presentations/photo ops for Bricks and Clicks grant program. Met with Executive Director about SDA/SBA merger.

*(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
- Final touches on rebuild of City of Stevenson website; more photos, website links for all business listings, add Artbliss Hotel, remove closed businesses.
- Continue to promote Stevenson businesses on social media
- Placed ad in Columbia River Gorge Annual Guide
- Completed LTAC annual evaluation report
- Met with Port of Skamania and Pheonix Technologies about upgrading, adding to and managing webcams and weather station.
- Started planning Gorge Blues and Brews Festival – if we can have it!

**2021 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2	Promotional Products and Projects	
P2-D1	Website	\$ 472.09
P2-D2	Social Media and Print Ad Creation	\$1,000.00
P2-D5	Ad Placements	\$ 730.32
P2-D7	Promotional Products	\$1,629.52
P2-E	Wind River Publishing Ads	\$1,083.00
P3-B	Christmas in the Gorge	\$ 480.00
		<u>\$ 5,394.93</u>

**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	8 hrs	\$ 280.00
P3-A	Gorge Blues and Brews	2 hrs	\$ 70.00
			<u>\$ 490.00</u>

	<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	\$5,884.93	\$5,884.93	\$74,115.07