

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

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Contractor:	Skamania County Chamber of Commerce
Reporting Period:	February 2016
Amount Due:	\$ 7,083.34 Monthly Contract Amount
	630.00 COS Promotional Programs Management Time
	<u>1,787.25</u> COS Promotional Programs Reimbursables
	\$ 9,500.59

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	113
Telephone Calls:	55
E-Mails:	31
Business Referrals:	907
Tracked Overnight Stays:	29
Mailings (student, relocation, visitor, letters):	30
Large Quantity Mailings (guides, brochures, etc.):	840
Website Sessions	1,760*
Website Users	1,387*

*We have switched to Google Analytics which uses a different type of tracking statistics.

CHAMBER BUSINESS

Chamber Board Meeting: The agenda for the Chamber's February Board meeting included 2015 final budget report, vacant board position, Gorge Tourism Studio, Governmental Affairs committee and more.

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

"Columbia Currents" Monthly Electronic Newsletter: The February 2016 issue was deployed on Tuesday, February 1 to over 900 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 February Chamber Break was hosted by Walking Man Brewing in their new Grain Room with 20 people in attendance.

Chamber Facebook Page: Posting updates several times per week. Currently at 1061 fans. Create new posting for each new member.

County Event Calendar Program: Removed old boxes and replaced with laminated sign directing reader to our website.

Chamber Marketing, Projects, Action Items:

- Posted GorgeOwned events on website calendar and distributed information on their GO Local Solar program to membership.
- Performed large print jobs for three members.
- Submitted final display ad to Washington State Visitors Guide for insertion into 2016 issue.
- Responded to member complaint regarding County Commissioners decision to increase fishing guide boat launch fees.
- Completed L-1 filing for "lobbying" during Gorge-Ous Night in Olympia.
- Provide information to freelance writer for New York Magazine on summer ideas for fun in Skamania County.
- Completed event and Chamber evaluations for North Bonneville, Stevenson and Skamania County in compliance with state requirements for lodging tax-funded projects.
- Proofed and approved Skamania County cooperative ad in spring issue of The Gorge Magazine.
- Designed WET bus ad for insertion into 2016 Columbia River Gorge Visitors Magazine and provided text regarding 2016 Dog Mountain shuttle.
- Updated Gorge Days FB page, currently at 1243 fans. Worked with designer on 2016 logo and car show flyer.
- Filling kiosk spaces at Cape Horn Trailhead with brochures and Skamania County visitors guide.
- Met with Xerox printer/copier salesman to discuss new machine. Received loaner and provided input with final decision to lease new machine.

- Had dinner meeting with Chamber Board member to discuss Gorge Days car show, new life for Wind River Business Association and new event in Carson.
- Dr. Mitzi Ferrill with Skamania Chiropractic met with Chamber and EDC staff and provided instruction on ergonomics in the workplace.
- Convened Chamber Governmental Affairs committee to discuss two issues: Land acquisition for PCT and Bridge of the Gods proposed toll increases.
- Met with Commissioner Hamlin, Larry Douglass and WSDOT staff at Bridge of the Gods overlook to discuss park and ride spots and future use of that area for Chamber Outpost.

COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT

Event Promotion/Assistance:

- Second Friday in Stevenson
- Gorge Blues & Brews Festival
- Gorge Days
- Columbia Gorge Bluegrass Festival
- Skamania County Fair
- Bigfoot Bash

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, reconcile bank statements. Group is not currently meeting.

North Bonneville Business & Community Association (NBBCA): This group is not meeting currently.

Stevenson Business Association (SBA): Held February SBA meeting. Discussion items included Stevenson Park Plaza survey, cruise ship schedule, Main Street progress, Stevenson events, etc.

Columbia River Gorge Visitors Association (CRGVA):

- Serve as treasurer paying bills, reconciling bank statements, completing treasurer reports.
- Training new CRGVA administrative assistant on renewals, website updates, Facebook administration, e-mail response, etc.
- Gorge Tourism Studio:
 - Attended two GTS workshops – Culinary Ag-tourism and Cultural Heritage.
 - Participated in GTS steering committee conference call.
 - Attended meeting with CRGVA officers, Travel Oregon and representatives from Clackamas County Tourism with the hope of determining marketing entity to take on the works of the GTS program. No decisions were made.

Gorge-ous Night in Olympia: Attended evening event in Olympia with over 100 people in attendance. Discussed state tourism issues with representatives. Assisted with set up and tear down.

YesVets: Attended event in White Salmon to kick off YesVets hiring program sponsored by Representative Gina McCabe.

Washington State Destination Marketing Organization: Participated in monthly board meeting via conference call.

Mount St. Helens Institute: Attended bi-monthly Board meeting.

Skamania County Fair Board: Attended monthly Board meeting.

Skamania County Economic Development Council: Attended EDC Board meeting to hear presentation from Port of Cascade Locks regarding potential toll increases on the Bridge of the Gods.

(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:

- Held second Gorge Blues & Brews planning meeting to discuss recruiting Breweries in the Gorge (BIG) as the exclusive beer vendors. Updated website and Facebook with 2016 information. FB currently at 2755. Other GBBF tasks included:
 - Updated vendor applications and distributed to previous participants.
 - Updated sponsorship information. Secured first sponsor, Big River Grill.
 - Securing winery participation.
 - Submitted liquor license application to WSLCB.
 - Created volunteer sign-in sheet.
- Provided photographs to Skamania County for use on Columbia Gorge Bluegrass Festival flyer.
- Provided Chamber trade show booth to Skamania County for use promoting Columbia Gorge Bluegrass Festival at Wintergrass in Bellevue.
- Attended Bluegrass Festival planning meeting.
- Secured placement of 1/6 page display ad in 2016 Columbia River Gorge Visitors Magazine.
- Met with representative from Columbia Gorge Racing Association to discuss solicitation of Stevenson businesses with discount for sailing event participants. Sent message to Stevenson businesses regarding this promotion.
- Completed 2015 evaluations for Stevenson events and Chamber operation.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2634 fans.
- Posted updates for Girls Night Out on GNO Facebook page, 217 fans. Included details on GNO specials in Under Currents. Created flyers and distributed to Skamania Lodge, local businesses and Cascade Locks Best Western Columbia River Inn.

2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products & Projects	
P2-D1	Website	\$ 459.25
P2E	Wind River Publishing Advertisements	1,083.00
P2F	Skamania Lodge Cooperative Projects	<u>245.00</u>
		<u>\$ 1,787.25</u>

2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Program 2	Promotional Products and Projects		
P2-D2	Media – Public Relations, Marketing	11 hours	\$ 330.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival	<u>10 hours</u>	<u>300.00</u>
		21 hours	\$ 630.00