

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

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Contractor:	Skamania County Chamber of Commerce
Reporting Period:	March 2016
Amount Due:	\$ 7,083.34 Monthly Contract Amount
	690.00 COS Promotional Programs Management Time
	<u>3,259.18</u> COS Promotional Programs Reimbursables
	\$ 11,032.52

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	182
Telephone Calls:	68
E-Mails:	31
Business Referrals:	1060
Tracked Overnight Stays:	62
Mailings (student, relocation, visitor, letters):	20
Large Quantity Mailings (guides, brochures, etc.):	195
Website Sessions	1,966*
Website Users	1,575*

*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 March Board meeting included Executive Director evaluation, Bridge of the Gods toll increase, land sale in Skamania County, summer events, election of new board member, etc.

Chamber Membership: We had four new members in March and 31 renewals.

"Columbia Currents" Monthly Electronic Newsletter: The March 2016 issue was deployed on Friday, March 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 March Chamber Break was hosted by KanVas Paint Socials with seven people in attendance. The session included a teambuilding demonstration.

Chamber Facebook Page: Posting updates several times per week. Currently at 1087 fans. Create new posting for each new member.

Chamber Marketing, Projects, Action Items:

- Provided quarterly update to Skamania County Board of Commissioners.
- Met with Chamber Board committee to receive annual evaluation.
- Introduced Chamber member to Skamania Lodge conference planner in an effort to facilitate use of her services with groups attending conferences and meetings.
- Submitted photos to travel writer for article on Better Homes and Garden website entitled "Top 10 Scenic Places in Washington". Received inclusion in article with photo of Beacon Rock.
- Provided gift basket for auction item at Columbia Gorge Interpretive Center Museum's fundraiser and attended same.
- Designed new display ad for inclusion in 2016 Scenic Byways Guide.
- Sent e-mail to Gifford Pinchot National Forest Supervisor and Mount St. Helens National Volcanic Monument Manager regarding status of Forest Road 25 and emphasizing economic impact on Skamania County should it remain closed for the summer. Received call from Tedd Huffman, MSHNVM Manager, with assurances that the road will be opened to intersection with FR 99 but will not be open to Randle due to landslides from last winter's storms.
- Provided quarterly update to Stevenson's City Council.
- Provided parking lot for Underwood Conservation District to distribute free trees and shrubs for Arbor Day.
- Responded to request from Skamania Lodge staff person for team volunteer opportunities locally.
- Attended lunch meeting with representatives from iQ Credit Union to discuss sponsorship of local events.
- Attended one-year anniversary celebration at Carson Ridge Luxury Cabins.

- Submitted tourism grant application to Port of Seattle.
- Filling kiosk spaces at Cape Horn Trailhead with brochures and Skamania County visitors guide.
- Gorge Days tasks:
 - Revised Gorge Days vendor applications and distributed to past participants. Provided forms to webmaster to upload on event site.
 - Secured band for Saturday concert.
 - Produced 500 copies of car show flyer and distributed at Portland Roadster Show.
 - Finalized registration information for website.
 - Updated Facebook page, currently at 1246 fans.
- Working with Mayor Stevens on promotion of North Bonneville's 5K Color Dash on Saturday, May 28. Soliciting volunteers and promoting via FB, website calendar, etc.

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 March SBA meeting. Discussion items included Stevenson Park Plaza survey, cruise ship schedule, Main Street progress, Stevenson events, Bridge of the Gods meetings regarding toll increases, sponsorship of Stevenson Farmers Market, parking issues downtown, 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 one GTS workshop – Outdoor Recreation
 - Attended GTS Steering Committee meeting.
 - Held regular CRGVA Board meeting.
 - Completed annual renewal paperwork for Oregon business licenses.
 - Attended meeting with CRGVA officers, Travel Oregon and representatives from Clackamas County Tourism to discuss future of GTS programs. Agreed that CRGVA would serve as convener and move forward under new structure of Gorge Tourism Alliance.
 - Provided letter of support from CRGVA for Tilly Jane structural improvements project.

Skamania County Fair Board: Attended monthly Board meeting.

Skamania County Economic Development Council: Attended EDC's annual luncheon and assisted with registration.

Port of Cascade Locks: Attended regular Port Commission meeting to provide comment on proposed toll increases for the Bridge of the Gods. Assisted POCL manager to secure meeting space in Stevenson, publicized same meeting and helped with set-up and tear down of the meeting room. Attended and provided additional comment.

(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:

- Gorge Blues & Brews tasks:
 - Facebook updates, currently at 2776 fans.
 - Attended BIG (Breweries in the Gorge) meeting to solicit partnership as exclusive beer vendors at festival.
 - Composed article and provide photos for inclusion on beeryeti.com
 - Contacted Riverview Community Bank regarding ongoing sponsorship.
 - Distributed sponsorship information to potential sponsors.
 - Receiving vendor applications, brewery applications, etc.
 - Continuing to update website.
 - Worked with music coordinator to finalize line-up.
- Composed letter regarding relocation in response to request received about same addressed to Mayor Cox.
- Distributed message to SBA list regarding on-street parking by business owners and employees.
- Attended Quiet Zone celebration at Teo Park.
- Placed display ad in Sail the Gorge Magazine directed at sailing enthusiasts in Cascade Locks.
- Ordered new diebond sign to replace one damaged beyond use.
- Loaded static photo on website with message regarding kite cam maintenance.
- Placed display ad in Panorama section of Hood River News.
- Researched suppliers and costs to re-order Stevenson bags. Created new artwork.
- Discussed Skamania County Fair parade with Rob Peterson from CGICM. Will stage parade in CGICM’s parking lot this year. Revised parade application and information accordingly.
- Revised cruise ship fact sheet based on scheduled revisions received from Port of Skamania County.
- Loaned Bigfoot costume to Skamania Lodge for April Fools prank.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2668 fans.
- Posted updates for Girls Night Out on GNO Facebook page, 222 fans. Included details on GNO specials in Under Currents

2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 1	Stevenson Street Enhancement		
P1B	Kiosk-Diebond		\$ 107.00
Program 2	Promotional Products & Projects		
P2-D1	Website		219.95
P2-D2	Print		698.00
P2-D4	Other (miscellaneous marketing, postage, etc.)		772.73
P2F	Skamania Lodge Cooperative Projects		245.00
Project 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival		1,094.00
Main Street Contract			<u>122.50</u>
			<u>\$ 3,259.18</u>

2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Program 1	Stevenson Street Enhancement		
P1B	Kiosk-Diebond	1 hour	\$ 30.00
Program 2	Promotional Products and Projects		
P2-D1	Website	1 hour	30.00
P2-D2	Media – Public Relations, Marketing	9 hours	270.00
P2-D4	Other	3 hours	90.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival	<u>9 hours</u>	<u>270.00</u>
		23 hours	\$ 690.00