

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

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Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	April 2016	
Amount Due:	\$ 7,083.34	Monthly Contract Amount
	2,751.43	COS Program Reimbursables
	<u>540.00</u>	COS Program Management Time
	\$ 10,374.77	

VISITOR STATISTICS

Stevenson Office

Walk-In Visitors:	311
Telephone Calls:	66
E-Mails:	23
Business Referrals:	1149
Tracked Overnight Stays:	73
Mailings (student, relocation, visitor, letters):	24
Large Quantity Mailings (guides, brochures, etc.):	875
Website Sessions	2,258*
Website Users	1,845*
COS Website Sessions	4,519
COS Website Users	2,345

*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 April Board meeting included a presentation from Gorge Owned, toll increases on the Bridge of the Gods, seasonal events, new hire for the Outpost, etc.

Chamber Membership: We had three new members in April and 28 renewals.

"Columbia Currents" Monthly Electronic Newsletter: The April 2016 issue was deployed on Friday, April 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 April Chamber Break was hosted by Skamania Acupuncture with 10 people in attendance.

Chamber Facebook Page: Posting updates several times per week. Currently at 1120 fans. Create new posting for each new member.

Chamber Marketing, Projects, Action Items:

- Presented to North Bonneville City Council with quarterly update on Chamber activities.
- Reviewed op-ed written by Chamber Board member Johanna Roe prior to submission to the Skamania County Pioneer regarding the toll increases.
- Designed new display ad for insertion into Eagle Newspapers' Columbia River Gorge Visitors Guide.
- Filling kiosk spaces at Cape Horn Trailhead with brochures and Skamania County visitors guide.
- Gorge Days tasks:
 - Held first planning meeting. Discussed garage sales, beer garden set-up, car show activities, trophies, carnival and kiddy rides, live music, vendor set-up and much more.
 - Updated activity information for website.
 - Updated Facebook page, currently at 1255 fans.
 - Secured banner space ad on car show website, placed display ad in Cruzin' Magazine.
- 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.
- Conversing with Carson businesses about new event to be held in October in Carson. Secured location of Elk Ridge Golf Course and selected date of Saturday, October 8.
- Participated in USFS Columbia River Gorge National Scenic Area review by their Regional Office staff.

- Advised PCT Days organizer regarding opportunities for promoting the event in the region.
- Upgraded computer to Windows 10.
- Defended Title II proposal for RAC funding in 2016 and 2017 before committee members.

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 April SBA meeting. Discussion items included Main Street progress, Stevenson Clean-Up Day, toll increases, 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 GTS steering committee meeting.
 - Attended two GTS workshops – Marketing and Action Teams.
 - Attended GTS kickoff and celebration.
 - Participated in phone meeting to discuss application for RARE student. Collaborated on actual application and submitted to University of Oregon. Met with RARE coordinator to discuss job description, supervision and office location.
 - Attended Oregon Governors Conference on Tourism in Pendleton. Exhibited as destination marketing organization for the Columbia River Gorge. Attended pre-conference Tourism Studio meetings and presented on behalf of Gorge Tourism Studio.

Skamania County Fair Board: Attended monthly Board meeting.

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.

Mount St. Helens Institute: Participated in bi-monthly Board meeting via telephone.

(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 2809
 - Receiving vendor applications for food vendors and finalized breweries, wineries and cider spaces.

- Continuing to update website.
- Finalized music line-up.
- Held first GBBF planning meeting with committee members.
- Working on t-shirts, beer glasses, lanyard, coasters, etc.
- Delivered Stevenson maps and Skamania County Visitors Guide to American Pride on first docking.
- Provided suggestions for new waterfront activities for article in Alaska Airlines in-flight magazine.
- Revised Stevenson Clean-Up Day ad and submitted to Pioneer for publication. Distributed Clean-Up day press release. Held actual clean-up day with over 30 volunteers and accomplished many tasks in the downtown core.
- Provided suggestions for craft vendors to Bluegrass Festival coordinator.
- Attended special vendor event at Bloomsbury.
- Provided idea for charity beneficiaries to conference organizer at Skamania Lodge.
- Held phone meeting with Sasquatch Advertising for assistance on Google Analytics and website photo uploading instructions.
- Created and placed Mothers Day-Shop Local ad in Pioneer.
- Attended first Stevenson Main Street organization steering committee meeting.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2686 fans.
- Posted updates for Girls Night Out on GNO Facebook page, 228 fans. Included details on GNO specials in Under Currents

2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products & Projects		
P2B	Stevenson Map – Printing		\$ 286.48
P2-D1	Website		219.95
P2-D2	Print		2,000.00
P2F	Skamania Lodge Cooperative Projects		<u>245.00</u>
			\$ 2,751.43

2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Program 2	Promotional Products and Projects		
P2-D1	Website	2 hours	60.00
P2-D2	Media – Public Relations, Marketing	8 hours	240.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival	<u>8 hours</u>	<u>240.00</u>
		18 hours	\$ 540.00