

# CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

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|                   |                                     |                             |
|-------------------|-------------------------------------|-----------------------------|
| Contractor:       | Skamania County Chamber of Commerce |                             |
| Reporting Period: | June 2016                           |                             |
| Amount Due:       | \$ 7,083.34                         | Monthly Contract Amount     |
|                   | 8,446.85                            | COS Program Reimbursables   |
|                   | <u>1,050.00</u>                     | COS Program Management Time |
|                   | \$ 16,580.19                        |                             |

## VISITOR STATISTICS

|   | <u>Stevenson Office</u> | <u>Chamber Outpost</u> |
|---|-------------------------|------------------------|
| Walk-In Visitors:                                 | 661                     | 581                    |
| Telephone Calls:                                  | 98                      |                        |
| E-Mails:  | 27                      |                        |
| Business Referrals:                               | 1,330                   | 1,271                  |
| Tracked Overnight Stays:                          | 138                     | 51                     |
| Mailings (student, relocation, visitor, letters): | 23                      |                        |
| Large Quantity Mailings (guides, brochures, etc.) | 850                     |                        |
| Website Sessions                                  | 2,656*                  |                        |
| Website Users                                     | 2,143*                  |                        |
| COS Website Sessions                              | 7,031                   |                        |
| COS Website Users                                 | 3,067                   |                        |

\*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 June Board meeting included summer event preparations, Bridge of the Gods toll information, Gorge Tourism Alliance update, meeting schedule, etc.

**Chamber Membership:** We had 15 renewals in June.

**"Columbia Currents" Monthly Electronic Newsletter:** The June 2016 issue was deployed on Friday, June 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 June Chamber Break was hosted by Columbia Gorge Interpretive Center Museum with 20 people in attendance.

**Chamber Business After Hours:** The June Business After Hours was hosted by Wind Mountain Ranch in Home Valley. Approximately 30 people attended.

**Chamber Facebook Page:** Posting updates several times per week. Currently at 1183 fans. Create new posting for each new member.

## **Chamber Marketing, Projects, Action Items:**

- The Chamber has served as a distribution site for the Bridge of the Gods local decal since mid-June. In less than two weeks we gave out over 2,000 to Skamania County and local Gorge residents. As of June 27, the Chamber's supply was depleted and we awaited more but continued to address residents inquiring about the decals.
- Designed new Chamber display ad for publication in Gorge Blues & Brews Festival special section in Pioneer.
- Loaded Gorge Days and Gorge Blues & Brews Festival event information on Oregonian's web calendar.
- Invoiced Biggest Loser Community Challenge.
- Hosted four groups of 4<sup>th</sup> graders on a field trip to experience Stevenson. Explained the tasks and purpose of the Chamber.
- Designed new WET bus ad for inclusion on Skamania County Fun Map.
- Provided quarterly update to MCEDD.
- Uploaded Skamania County Sasquatch ordinance to Chamber website.
- Assisted Chamber member with details and planning for his grand opening.
- Scheduled Skamania County information for inclusion on Scenic Washington e-campaign.

- Assisted North Bonneville with promotion of Color Dash 5K.
- Created flyer to promote Cape Horn After Hours Adventure and distributed.
- Provided member labels to Skamania County Fair Board.
- Filling kiosk spaces at Cape Horn Trailhead with brochures and Skamania County visitors guide.
- Held planning meeting for new fall event in Carson. Discussed logo, promotion, music, vendors, etc.
- Attended Skamania County Board of Commissioners meeting and provided quarterly update.
- Attended WSDOT Open House regarding Carson junction intersection work. Requested signage be included for eastbound traffic.
- Gorge Days tasks:
  - Held two planning meetings. Updated activity information for website.
  - Distributed posters and flyers.
  - Updated Facebook page, currently at 1637 fans. Created Facebook campaign with over 400 new followers.
  - Composed and distributed press release.
  - Sent Gorge Days flyers to Cruzin Magazine for distribution at their shows. Attended two Beaches cruise-ins at Portland International Raceway and distributed 1,000 flyers.
  - Secured inflatable children's rides, dumpsters, sanitation units, music, breakfast provider, etc.
  - Placed Gorge Days ad in Skamania County Pioneer. Copied 2,000 schedules/flyers for insertion into Pioneer.
  - Attended June 28 City Council meeting to provide update on Gorge Days activities.
- Attended grand opening celebration for Skamania Acupuncture & Yoga Center. Provided scissors and ribbon.

## **COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT**

### **Event Promotion/Assistance:**

- Second Friday in Stevenson
- Gorge Blues & Brews Festival
- Gorge Days
- Columbia Gorge Bluegrass Festival
- Skamania County Fair
- 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, 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 June SBA meeting with presentation from Tina Smith with Stevenson Community Library. Discussion items included Main Street progress, summer events, toll increases, etc.

### **Columbia River Gorge Visitors Association (CRGVA):**

- Serve as treasurer paying bills, reconciling bank statements, completing treasurer reports.
- Provided letter of support from CRGVA to Confluence Project for a Travel Oregon grant application.
- Proofed CRGVA newsletter and provided revisions before distribution.
- Completed full job description for RARE student and submitted to University of Oregon.
- Gorge Tourism Alliance:
  - Attended Marketing Action Team (MAT) meeting and discussed regional website, guest training, branding, manifesto, etc.
  - Attended full GTA steering committee meeting. Established leadership team, serving as lead. Discussed Travel Oregon matching grant program, structural changes to the organization, Action Team updates, etc.
  - Arranged and attended meeting between Travel Oregon and potential consultant to lead CRGVA and GTA through the transition. Participated in a phone meeting with consultant to provide more information.

**Skamania County Fair Board:** Attended monthly Board meeting and Market Sale meeting.

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

*(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 3938. Created Facebook campaign to solicit more fans, resulting in over 800 new followers.
  - Continuing to update website.
  - Held GBBF planning meeting with committee members.
  - Sent GBBF flyers to Outdoors NW staff for distribution at Bite of Bend.
  - Handled all last minute details for festival planning including volunteer follow-up, tent and staging scheduling, set up of festival site, etc.
  - Distributed sponsor packages.
  - Executed event with 800 in attendance Friday night and close to 2,000 on Saturday. Final financial reconciliation underway.
- Mailed Stevenson brochures to distribution center for inclusion at Multnomah Falls kiosk.
- Provided day-trip information specific to Stevenson for reporter from Camas-Washougal Post Record.
- Composed and distributed press release for Skamania County Fair Parade with the news that the route will be different this year.
- Designed and placed 4<sup>th</sup> of July ad in Skamania County Pioneer. Also designed and printed posters and distributed. Secured band for 4<sup>th</sup> of July.
- Assisted American Empress by providing contact information for local elected officials.
- Attended Skamania Lodge All-Staff meeting and provided attendees with information on summer events, new businesses in Stevenson and Bridge of the Gods update.
- Secured space in 2016 edition of Skamania County Fun Map.
- Renewed sponsorship of Pacific Crest Trail map.
- Composed content and provided photos for Stevenson Tracker seasonal newsletter.
- Scheduled and attended third Stevenson Main Street meeting. Finalized paperwork and payment for state incorporation.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2753 fans.

**2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

|           |  |                   |
|-----------|--|-------------------|
| Program 2 | Promotional Products and Projects        |                   |
| P2-D1     | Website                                  | 219.95            |
| P2-D2     | Media, Public Relations, Marketing, Etc. | 3,645.50          |
| P2-D4     | Other (postage)                          | 79.40             |
| P2E       | Wind River Publishing Advertisements     | 250.00            |
| P2F       | Skamania Lodge Cooperative Projects      | 245.00            |
| Program 3 | Stevenson Business Association Events    |                   |
| P3A       | Gorge Blues & Brews Festival             | <u>4,007.00</u>   |
|           |  | <u>\$8,446.85</u> |

**2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME**

|           |                                       |                |               |
|-----------|---------------------------------------|----------------|---------------|
| Program 2 | Promotional Products and Projects     |                |               |
| P2-D2     | Media – Public Relations, Marketing   | 8 hours        | 240.00        |
| P2F       | Skamania Lodge Cooperative Projects   | 1 hours        | 30.00         |
| Program 3 | Stevenson Business Association Events |                |               |
| P3A       | Gorge Blues & Brews Festival          | 20 hours       | 600.00        |
| P3C       | 4 <sup>th</sup> of July Fireworks     | <u>6 hours</u> | <u>180.00</u> |
|           |                                       | 35 hours       | \$1,050.00    |