

**CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT  
MONTHLY REPORT and INVOICE**

10.g

Contractor:	Skamania County Chamber of Commerce		
Reporting Period:	July 2016		
Amount Due:	\$ 7,083.34	Monthly Contract Amount	
	12,116.79	COS Program Reimbursables	
	<u>540.00</u>	COS Program Management Time	
	\$ 19,740.13		

**VISITOR STATISTICS**

	<u>Stevenson Office</u>	<u>Chamber Outpost</u>
Walk-In Visitors:	1,009	766
Telephone Calls:	57	
E-Mails:	14	
Business Referrals:	2,795	2,432
Tracked Overnight Stays:	74	117
Mailings (student, relocation, visitor, letters):	20	
Large Quantity Mailings (guides, brochures, etc.):	495	
Website Sessions	2,808*	
Website Users	2,315*	
COS Website Sessions	9,135*	
COS Website Users	3,616*	

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

**CHAMBER BUSINESS**

**Chamber Board Meeting:** The Chamber does not hold a board meeting in July.

**Chamber Membership:** We had five new members and 11 renewals in July.

**“Columbia Currents” Monthly Electronic Newsletter:** The July 2016 issue was deployed on Friday, July 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 July Chamber Break was hosted by Bigfoot Coffee Roasters with 18 people in attendance.

**Chamber Facebook Page:** Posting updates several times per week. Currently at 1203 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. We were re-supplied on July 7 and depleted that supply by Monday, July 11. The Port of Cascade Locks chose not to use the Chamber any longer as a distribution site. We continue to field questions in the office despite not having the decals. A sign has been posted on the door which deflects some questions but not all. Current estimate is 15-20 people per day, at the peak it was 50-75 per day.
- Designed new Chamber display ad for publication in Columbia Gorge Bluegrass Festival special section in Pioneer.
- Assisted North Bonneville with promotion of Color Dash 5K.
- Scheduled volunteers for Bluegrass Festival beer garden shifts. Sent e-mail confirming schedule with instructions. Purchased wine, cups, etc. and set up beer garden on fairgrounds. Worked several shifts, closing each night.
- Filling kiosk spaces at Cape Horn Trailhead with brochures and Skamania County visitors guide.
- Held second planning meeting for Logtoberfest in Carson. Discussed logo, promotion, music, vendors, etc.
- Gorge Days tasks:
  - Compiled goody bags for car show registrants.
  - Coordinated placement of rental tent, fencing, staging, port-a-potties, dumpsters, vendors.

- Set up registration area and retail space.
- Coordinated volunteers.
- Executed event – weather conditions decreased number of car show entries to 62 but overall the weekend was a great success. Approximately 1,000 people in attendance over two days.
- Finalized clean-up in park and removal of rental equipment.

## **COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT**

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

- Gorge Days
- Columbia Gorge Bluegrass Festival
- Color Dash
- Skamania County Fair
- Stevenson Waterfront Music Festival
- 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):** The SBA does not meet in July due to holidays and vacations.

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

- Serve as treasurer paying bills, reconciling bank statements, completing treasurer reports.
- Received nine applications for RARE position, reviewed, pared down to six and conducted interviews in person and via Skype. Selected top four and provided information to University of Oregon.
- Gorge Tourism Alliance:
  - Attended Marketing Action Team (MAT) meeting and discussed regional website, guest training, branding, manifesto, etc.
  - Composed agenda and held bi-monthly GTA meeting in Dufur, Oregon. Discussed RARE position, Action Team movement, Travel Oregon matching grant program, new performing arts center project in Goldendale, etc.

**Skamania County Fair Board:** Attended monthly Board meeting.

**Mid-Columbia Economic Development District:** Attended annual regional economic development symposium.

*(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 Gorge Blues & Brews Festival recap meeting. Final accounting resulted in approximately \$20,000 net profit.
- Scheduled set up of fencing, bleachers, food vendors, band for 4<sup>th</sup> of July. Attended event as regulator with approximately 1,000 people in attendance.
- Attended Skamania Lodge All-Staff meeting and provided attendees with information on summer events, new businesses in Stevenson and Bridge of the Gods update.
- Placed Stevenson display ad in special section for Columbia Gorge Bluegrass Festival in Pioneer.
- Scheduled and attended Stevenson Main Street meeting. Composed minutes.
- Picked up newly revised Stevenson tear-off maps in Hood River.
- Completed final parade application paperwork and received approval from WSDOT for new route. Working with Sheriff's office on barriers. Distributed parade applications to previous entries.
- Assisted two local event organizers with large photocopying jobs.
- Attended Stevenson City Council meeting to provide quarterly update.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2775 fans.

**2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 1	Stevenson Street Enhancement		
P1B	Stevenson Map – Printing		\$ 236.94
Program 2	Promotional Products and Projects		
P2-D1	Website		219.95
P2-D2	Media, Public Relations, Marketing, Etc.		2,336.34
P2F	Skamania Lodge Cooperative Projects		7,745.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival		764.44
P3C	4 <sup>th</sup> of July Fireworks		<u>814.12</u>
			\$12,116.79

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

Program 1	Stevenson Street Enhancement		
P1B	Stevenson Map – printing	1 hour	\$ 30.00
Program 2	Promotional Products and Projects		
P2-D2	Media – Public Relations, Marketing	11 hours	330.00
P2F	Skamania Lodge Cooperative Projects	1 hour	30.00
Program 3	Stevenson Business Association Events		
P3C	4 <sup>th</sup> of July Fireworks	<u>5 hours</u>	<u>150.00</u>
		18 hours	\$ 540.00