

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

Contractor:	Skamania County Chamber of Commerce		
Reporting Period:	October 2016		
Amount Due:	\$ 7,083.34	Monthly Contract Amount	
	3,662.05	COS Program Reimbursables	
	<u>510.00</u>	COS Program Management Time	
	\$ 11,255.39		

VISITOR STATISTICS

Stevenson Office

Walk-In Visitors:	215
Telephone Calls:	51
E-Mails:	10
Business Referrals:	614
Tracked Overnight Stays:	74
Mailings (student, relocation, visitor, letters):	9
Large Quantity Mailings (guides, brochures, etc.)	525
Website Sessions	1,467*
Website Users	1,203*
COS Website Sessions	3,940*
COS Website Users	1,973*

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

CHAMBER BUSINESS

Chamber Board Meeting: The Chamber board meeting included updates on 2017 funding proposals, website updates for Port of Seattle grant, Logtoberfest recap, board retreat planning, Small Business Showcase, etc.

Chamber Membership: We had one new member and 18 renewals in October.

“Columbia Currents” Monthly Electronic Newsletter: The October 2016 issue was deployed on Monday, October 3 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 October Chamber Break was hosted by B. Bad Photography at Columbia Gorge Interpretive Center Museum with 12 people in attendance.

Chamber Facebook Page: Posting updates several times per week. Currently at 1252 fans. Create new posting for each new member.

Chamber Marketing, Projects, Action Items:

- Met via telephone with Gala Miller, USFS, regarding Title II RAC award.
 - Had lunch meeting with Mt. Adams Chamber Director to review regional issues.
 - Revised welcome letter for 2017 Skamania County Visitors Guide.
 - Researched, composed content and acquired photos for website itineraries (five total). Submitted to graphic designer for loading onto website. Finalized Port of Seattle positioning and submitted to POS for approval.
 - Filling kiosk spaces at Cape Horn Trailhead with brochures and Skamania County visitors guide.
 - Finalized planning of Logtoberfest and executed event in Carson with approximately 1,500 people in attendance.
- Tasks include:
- Set-up of event venue with tent, fencing, tables, vendor placement, etc.
 - Participated in early morning television shoot with KATU, scheduling speakers, props, etc.
 - Continuously updated Facebook page with event activities, Current 942 fans.
 - Placed all event signage and removed same following event.
 - Cleaned up event site and arranged pick up of borrowed equipment.
 - Handled all financial reconciliation – paying invoices, deposit of monies collected, etc.
- Exhibited and Here and There Travel Fest at Oregon Convention Center in Portland. Interacted with more than 1,000 over two days of trade show. Distributed regional and Skamania County information.

- Created 2017 Lodging Tax Proposal for both Skamania County and City of Stevenson and submitted prior to deadlines.
- Participated in North Bonneville Lodging Tax Advisory Committee meeting and reviewed proposals for 2017. Made list of recommendations for City Council approval.
- Participated in Stevenson Lodging Tax Advisory Committee meeting and reviewed proposals for 2017.
- Staff worked on all aspects of Small Business Showcase – secured location, solicited participation from members, composed and distributed press release, ordered food and beverage, etc.
- Attended North Bonneville City Council meeting to defend 2017 Chamber proposal for lodging tax.
- Met with group working on the creation of a Quiet Zone in Home Valley.
- Participated in work session to set legislative priorities for Skamania County, at both state and federal levels. Solicited support for state tourism funding.

COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT

Event Promotion/Assistance:

- Logtoberfest
- Christmas in the Gorge

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): Composed agenda and held SBA meeting with discussion about Stevenson Downtown Association – Main Street Program, Christmas in the Gorge, stop sign removal on First Street, etc.

Columbia Gorge Tourism Alliance (CGTA):

- Serve as treasurer paying bills, reconciling bank statements, completing treasurer reports.
- RARE Placement: Working with Sara on project management of CGTA tasks. Held phone meeting to discuss workplan, holding weekly check-ins, handling reimbursement for mileage, etc. Participating in monthly RARE supervisor conference calls.
- Gorge Tourism Alliance:
 - Attended Marketing Action Team meeting with discussion items including regional visitor guides, matching grant proposal, customer service training, etc.

Skamania County Fair Board: Attended monthly Board meeting. Attended separate meeting for Market Sale Committee.

Mid-Columbia Economic Development District: Attended Columbia River Gorge Economic Development Strategy meeting on planning and visioning in Stevenson. Provided welcoming remarks and participated in small group exercises.

(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:

- Solicited participation in Fall Hike the Gorge campaign resulting in seven businesses offering a discount to customers who proved they had been hiking October 21-23. Reviewed and approved press release from Sasquatch Advertising. Posted information on Facebook page. Followed up with businesses to gauge response. Highest numbers of participation in four years.
- Reviewed Skamania Lodge's holiday brochure and provided input.
- Scheduled installation of SHS Bulldogs signs on signposts for Homecoming week.
- Working on Shop Local for the Holidays campaign, solicited input from business owners.

- Christmas in the Gorge tasks:
 - Scheduling bazaar vendors (activity is sold out, now taking waiting list info).
 - Ordered Christmas trees, secured tree for Courthouse lawn.
 - Completed parade application with WSDOT.
 - Reserved display ad space in Columbian special holiday section.
 - Updating Facebook page, currently at 942 fans.
 - Solicited participation from businesses for open houses, sales, specials, etc.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2812 fans.
- Stevenson Downtown Association:
 - Scheduled and held SDA steering committee meeting and took minutes.
 - Revised board member application, job description and commitment form and distributed to individuals who had indicated interest in serving on the SDA board at September's public meeting.
 - Prepared proposal for 2017 lodging tax funding and submitted to City of Stevenson.
- Attended Stevenson City Council meeting regarding removal of stop signs on First Street.

2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects		
P2B	Stevenson Map – Printing		\$ 235.86
P2-D1	Website, Etc.		219.95
P2-D2	Print, Social Media, Etc.		2,774.24
P2F	Skamania Lodge Cooperative Projects		245.00
Program 3	Stevenson Business Association Events		
P3B	Christmas in the Gorge		<u>187.00</u>
			<u>\$3,662.05</u>

2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Program 2	Promotional Products and Projects		
P2-D2	Media – Public Relations, Marketing	7 hours	\$ 210.00
P2F	Skamania Lodge Cooperative Projects	1 hour	30.00
Program 3	Stevenson Business Association Events		
P3B	Christmas in the Gorge	<u>9 hours</u>	<u>270.00</u>
		17 hours	\$ 510.00