

# CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	November 2016	
Amount Due:	\$ 7,083.34	Monthly Contract Amount
	6,853.92	COS Program Reimbursables
	<u>870.00</u>	COS Program Management Time
	\$ 14,807.26	

## VISITOR STATISTICS

## Stevenson Office

Walk-In Visitors:	105
Telephone Calls:	42
E-Mails:	8
Business Referrals:	423
Tracked Overnight Stays:	21
Mailings (student, relocation, visitor, letters):	5
Large Quantity Mailings (guides, brochures, etc.)	450
Website Sessions	1,553*
Website Users	1,170*
COS Website Sessions	3,643*
COS Website Users	1,830*

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

## CHAMBER BUSINESS

**Chamber Board Retreat:** The annual Board Retreat was held at Bonneville Hot Springs Resort (before it closes). Discussion items included revenue generation ideas to replace the lodging tax that will be lost due to the closure of Bonneville Hot Springs, Stevenson Downtown Association, revision of Business After Hours program, website upgrade, new tasks for North Bonneville in 2017, Port of Seattle grant and 2016 annual dinner sponsors.

**Chamber Membership:** We had one new member and eight renewals in November.

**“Columbia Currents” Monthly Electronic Newsletter:** The November 2016 issue was deployed on Tuesday, November 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 November Chamber Break was cancelled due to lack of a host.

**Chamber Facebook Page:** Posting updates several times per week. Currently at 1260 fans. Create new posting for each new member.

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

- Reviewing and editing each page for 2017 Skamania County Visitors Guide. Provided photos, ad ideas, story ideas, etc.
- Updated Port of Seattle positioning to gain approval. Finalized billings, composed thank you letter and submitted. Approved by POS.
- Met via telephone with Gala Miller, USFS to review further paperwork for Title II RAC reimbursement. Participated in Civil Rights Review, new requirement for funding from USFS.
- Filling kiosk spaces at Cape Horn Trailhead with brochures and Skamania County visitors guide.
- Held Logtoberfest recap meeting with planning committee. Event resulted in \$2,000+ profit. Agreed to use new venue in 2017, Wind Mountain Ranch at Home Valley.
- Participated in Washington Tourism Alliance webinar to learn of legislative updates.
- Attended City of Stevenson Lodging Tax Advisory Committee meeting to review proposals that garnered more consideration.
- Attended Skamania County Lodging Tax Advisory Committee, reviewed proposals and made recommendations for 2017 funding.
- Revised survey for Business and Member of the Year nominations and distributed to membership.

- Held annual Small Business Showcase at Bonneville Event Center with approximately 100 people attending and 15 exhibitors.

## **COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT**

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

- Christmas in the Gorge
- Gorge Blues & Brews Festival

## **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.

**Stevenson Downtown Association (SDA):** Composed agenda and held SDA meeting with new members invited to apply for board positions. Approved new board members, elected officers and discussed transition from SBA to SDA and hiring process.

### **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. Had lunch meeting with RARE to review projects.
- Gorge Tourism Alliance:
  - Attended Marketing Action Team meeting with discussion items including regional visitor guides, matching grant proposal, customer service training, etc.
  - Participated in conference call to discuss Car-Free Transportation action team status.
  - Provided suggestions to Cultural Heritage Action Team lead for locations to house podcasts.
  - Held bi-monthly full Alliance meeting in Goldendale. Participated in exercise to brainstorm “big ticket” tourism items that might be funded by Travel Oregon in the next three years. Reviewed grant projects.

**Vision-To-Action Community Workshop:** Attended meeting to discuss opportunities and vision for the former Hegewald Veneer Mill site in Stevenson. Participated in small group exercises to brainstorm uses for the six-acre plot.

*(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:**

- Distributed press release announcing Walking Man’s 16<sup>th</sup> anniversary plans.
- Composed and distributed minutes from November Stevenson Downtown Association meeting.
- Provided photos of Stevenson to graphic designer for upload to Stevenson’s government website.
- Composed articles, secured recipe and other information for seasonal Stevenson “Tracker” electronic newsletter. Reviewed and edited and approved for deployment.
- Arranged home page seasonal video to be updated on Stevenson website.
- Provided updated information for revision of Stevenson downtown tear-off map and tall streetside maps.
- Finalized Shop Local for the Holidays campaign with information provided by business owners. Designed half page ad for insertion into Pioneer, created Facebook postings for each gift idea, created and distributed half sheets explaining program to business owners.
- Christmas in the Gorge tasks:
  - Provided holiday information to Hood River News and Columbian, with photos.
  - Composed and distributed Christmas in the Gorge press release.

- Reserved radio campaign spots, placed display ads in regional newspapers.
- Finalized poster design, printed posters and distributed to local businesses along with information about business decorating, etc.
- Finalized information for schedule of activities. Created posting for each activity on Facebook.
- Updated Stevenson website with CIG information.
- Distributed CIG schedules to all elementary schools within the County. Copied 2,000 copies of schedule for insertion into Pioneer.
- Updating Facebook page, currently at 982 fans.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2820 fans.

**2016 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 1	Stevenson Street Enhancement	
P1C	Kiosk Diebond Maintenance/Service	\$ 359.18
Program 2	Promotional Products and Projects	
P2-D1	Website, Etc.	219.95
P2-D2	Print, Social Media, Etc.	6,029.79
P2F	Skamania Lodge Cooperative Projects	<u>245.00</u>
		\$6,853.92

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

Program 1	Stevenson Street Enhancement		
P1A	Kiosk – Tall Images	3 hours	\$ 90.00
Program 2	Promotional Products and Projects		
P2-D1	Website	6 hours	180.00
P2-D2	Media – Public Relations, Marketing	5 hours	150.00
Program 3	Stevenson Business Association Events		
P3B	Christmas in the Gorge	<u>15 hours</u>	<u>450.00</u>
		29 hours	\$ 870.00