

# CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

Contractor:	Skamania County Chamber of Commerce		
Reporting Period:	February 2017		
Amount Due:	\$ 7,083.34	Monthly Contract Amount	
	2,149.15	COS Program Reimbursables	
	<u>390.00</u>	COS Program Management Time	
	\$ 9,622.49		

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	59
Telephone Calls:	38
E-Mails:	29
Business Referrals:	653
Tracked Overnight Stays:	12
Mailings (student, relocation, visitor, letters):	21
Large Quantity Mailings (guides, brochures, etc.)	235
Website Sessions	2,172
Website Users	1,648
COS Website Sessions	5,597
COS Website Users	2,314

## CHAMBER BUSINESS

**Chamber Board Meeting:** February agenda items included Annual Dinner re-schedule, 2017 budget, 2016 year-end budget, funding ideas, website needs, Port of Seattle grant, board positions, etc.

**Chamber Membership:** We had two new members and seven renewals in February.

**“Columbia Currents” Monthly Electronic Newsletter:** The February 2017 issue was deployed on Wednesday, February 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 February Chamber Break was hosted by Atlas Therapeutic Massage at the Colonial Hotel with 16 people attending.

**Chamber Happy Hour:** Held first Happy Hour event, hosted by Skamania Acupuncture Clinic & Yoga Studio. Approximately 40 people attended.

**Chamber Facebook Page:** Posting updates several times per week. Currently at 1,317 fans. Create new posting for each new member.

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

- Revised insert cards for Lure brochures – accommodations, dining and 2017 events.
- Proofing pages for 2017 Columbia River Gorge Visitors magazine for member, Wind River Publishing.
- Assisted member by providing contact information for business coupon page.
- Reviewed Port of Seattle grant application for joint effort named Cascades, Columbia & Cabernet, partnering with Visit Rainier and Yakima CVB.
- Executed Chamber Annual Dinner & Awards ceremony with 160 people in attendance. Awarded Member and Business of the Year.
- Provided Skamania County photographs to Visit Seattle for use in statewide promotion.
- Provided vineyard photo for Columbia River Gorge publication on wine.
- Loaded major 2017 events onto special Google calendar for display at A & J Select Market.
- Organized Happy Hour program – ordered logo tablecloth, obtained sponsors and created sponsor thank you signs, order sandwich board signs, drove to Maryhill Winery to pick up discounted cases, purchased props, made food selection. Executed first event requiring staff set-up, food pickup, tear down and clean-up.

## **COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT**

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

- Gorge Blues & Brews Festival
- GorgeGrass
- All Stevenson Events

## **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, storm aftermath and clean-up efforts, Chamber Annual Dinner, RDI Leadership Program and project, etc.

**Stevenson Downtown Association (SDA):** Attended SDA board meeting. Revised job announcement and description for publication.

### **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. Upon return from vacation, encountered personnel issues and resolved those with Travel Oregon and CGTA members. Participated in phone meeting and lunch meeting with RARE participant, RARE program manager and Travel Oregon partner.
- Gorge Tourism Alliance:
  - Created spreadsheets showing financial donations for GTS workshops in 2016 and RARE stipend.
  - Serving on sub-committee designing a customer service training curriculum for the region. Completed worksheets reflecting Skamania County attractions, dining, lodging, safety concerns, services, recreational opportunities, etc., for inclusion in guest service training sessions.
  - Attended Marketing Action Team meeting via telephone. Finalized logo design for WeSpeak the Gorge.

**Skamania County Rural Community Leadership Program:** Attended kick-off session for RDI training. Also attended first full day of training.

**North Bonneville City Council:** Attended City Council meeting to defend Chamber's 2017 contract that was on the agenda. Answered questions from councilpersons.

**Skamania County EDC Annual Luncheon:** Attended luncheon and assisted with registration.

*(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:**

- Met with account reps from Sasquatch Advertising to discuss plans for 2017. Agreed to focus on growing Instagram following, seasonal newsletters, fall hiking promotion, etc.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2883 fans.
- Held Gorge Blue & Brews Festival planning meeting. Tasks accomplished this month include:
  - Contact with music scheduler.
  - Updates to event website – dates, breweries, camping link, ticket sales link, photos, etc.
  - Updated vendor applications and brewery applications. Distributed both to appropriate lists.
- Renewed website domain names for five years.

**2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2	Promotional Products and Projects	
P2-D1	Website, Etc.	\$ 1,004.15
P2-D2	Print, Social Media, Etc.	900.00
P2F	Skamania Lodge Cooperative Projects	<u>245.00</u>
		<u>\$ 2,149.15</u>

**2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME**

Program 2	Promotional Products and Projects		
P2-D1	Website	1 hour	\$ 30.00
P2-D2	Media – Public Relations, Marketing	4 hours	120.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival	8 hours	<u>240.00</u>
		13 hours	\$ 390.00