

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

Contractor:	Skamania County Chamber of Commerce		
Reporting Period:	March 2017		
Amount Due:	\$ 7,083.34	Monthly Contract Amount	
	2,174.95	COS Program Reimbursables	
	<u>540.00</u>	COS Program Management Time	
	\$ 9,798.29		

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	142
Telephone Calls:	57
E-Mails:	23
Business Referrals:	718
Tracked Overnight Stays:	27
Mailings (student, relocation, visitor, letters):	16
Large Quantity Mailings (guides, brochures, etc.)	1,302
Chamber Website Sessions	1,853
Chamber Website Users	1,475
COS Website Sessions	3,785
COS Website Users	1,786

CHAMBER BUSINESS

Chamber Board Meeting: March agenda items included Annual Dinner recap, website project, winter storm clean-up, events schedule, executive director review, state tourism legislation, etc.

Chamber Membership: We had one new member and 27 renewals in March.

“Columbia Currents” Monthly Electronic Newsletter: The March 2017 issue was deployed on Wednesday, March 1 to over 1,000 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 March Chamber Break was held at the Chamber office with 10 people in attendance.

Chamber Happy Hour: Bigfoot Coffee Roasters hosted the March Chamber Happy Hour with 30 people in attendance.

Chamber Facebook Page: Posting updates several times per week. Currently at 1,331 fans. Create new posting for each new member.

Chamber Marketing, Projects, Action Items:

- Stuffed Lure brochures for distribution at Oregon welcome centers, including for the first time PDX.
- Placed display ad in Visit Vancouver USA guide. Re-designed and re-sized existing artwork.
- Renewed display ad in Columbia River Gorge Visitors Guide (Hood River News version).
- Reserved ad space in SHS 2018 yearbook.
- Reserved display ad in Scenic WA map and guidebook, including free e-blast.
- Created donation basket for Columbia Gorge Interpretive Center fundraiser.
- Edited press release regarding Skamania County Fair schedule change.
- Loaded all Columbia Gorge Running Club events onto website calendar for 2017.
- Provided information for four local artists to Chamber member for exhibit in their business.
- Composed talking points regarding current state legislative issues for Gorge-Ous Night in Olympia attendees.
- Drafted letter of support for Washington Tourism Alliance bills to create state tourism marketing authority for distribution through OneGorge system.
- Distributed message to Chamber members regarding support of legislative bills to create state tourism marketing authority.
- Created flyer and advertisement to announce Wind River Business Association meeting for Carson area businesses.

- Composed RFP for website re-design project and distributed to nine local graphic/web design businesses.
- Interviewed by Gorge Owned staff person for input about their organization during strategic planning process.
- Began planning for Gorge Days in North Bonneville: Had designer update logo for 2017, along with registration forms and car show information. Posting updates to FB page with 1644 followers.

COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT

Event Promotion/Assistance:

- Gorge Blues & Brews Festival
- GorgeGrass
- All Stevenson Events
- 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. Held first re-organization meeting at Backwoods Brewing with 12 people in attendance. Set regular monthly meeting schedule.

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, RDI Leadership Program and project, Gorge Blues & Brews Festival, etc.

Stevenson Downtown Association (SDA): Attended SDA board meeting.

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.
- Gorge Tourism Alliance:
 - Held full CGTA meeting at Skamania Lodge with facilitated conversation regarding organizational development and structure. 30 people were in attendance.
 - Attended Marketing Action Team meeting. Worked on details of WeSpeak sessions: schedule, venues, facilitator, incentives, etc. Solicited gift baskets from each Chamber in the Gorge for prizes.
 - Worked with webmaster to transfer site to new domain name of visitcolumbiarivergorge.com.
 - Reviewed and edited Ready Set Gorge brochure.
 - Attended CGTA Advisory Team meeting. Worked on board matrix, brainstormed potential board members, discussed funding strategies, etc.
 - Administering matching grant including payments to partners.

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

Bonneville Trails Foundation: Attended meeting to learn plans from newly formed Bonneville Trails Foundation.

West End Transit (WET): Attended WET bus meeting to discuss upcoming season and Dog Mountain shuttle. Reviewed schedule/brochure and provided input for edit. Agreed to provide maps, guides, brochures, etc. for shuttle bus and to distribute schedule information to local businesses.

Winter Storm Clean-Up: Organized and held meeting with representatives from City of North Bonneville, City of Stevenson, Stevenson Fire Department, Port of Skamania County, Stevenson-Carson School District, and Skamania EDC to discuss countywide clean-up. Agreed to reach out to Underwood Conservation District regarding chipping opportunities. Determined bonfires were not advisable. Updated each other on current efforts and brainstormed new. Skamania County rep was not able to attend which left some questions unanswered.

Gorge-Out Night in Olympia: Attended reception for state legislators showcasing the best of the Columbia River Gorge. Spoke with representatives regarding support of House Bills on tourism. Provided displays and visitor guides.

(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:

- Placed ½ page display ad in 2017 issue of Sail the Gorge (Columbia Gorge Racing Association publication).
- Placed display ads in Hood River News’ annual Panorama section as well as Columbia River Gorge Visitors Guide.
- Renewed ad in Stevenson High School 2018 yearbook.
- Created cruise ship fact sheets with 2017 schedule and distributed to businesses. Also updated Stevenson health-related directory information for onboard crew.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2890 fans.
- Working on Gorge Blues & Brews Festival. Tasks accomplished this month include (but are not limited to):
 - Placed festival ad in The Gorge Magazine Sipping Section.
 - Placed festival ad in Outdoors NW Magazine Event Guide.
 - Confirming music line-up with scheduler.
 - Receiving brewery and cider applications. Received food vendor applications.
 - Updated sponsorship information and loaded on website. Distributed sponsorship information and confirmed first two 2017 sponsors.
 - Secured sanitation, garbage service and other supplies.
 - Finalized online ticket information and went live with ticket sales.
 - Finalized campground information and went live with campground reservations.

2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects		
P2-D1	Website, Etc.		\$ 429.95
P2-D2	Print, Social Media, Etc.		1,188.00
P2F	Skamania Lodge Cooperative Projects		245.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival		312.00
			<u>\$ 2,174.95</u>

2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Program 2	Promotional Products and Projects		
P2-D2	Media – Public Relations, Marketing	6 hours	\$ 180.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival	12 hours	<u>360.00</u>
		18 hours	\$ 540.00