

# CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

Contractor:	Skamania County Chamber of Commerce		
Reporting Period:	April 2017		
Amount Due:	\$ 7,083.34	Monthly Contract Amount	
	720.00	COS Program Management Time	
	<u>1,970.81</u>	Monthly Reimbursables	
	\$ 9,774.15		

## VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	187
Telephone Calls:	47
E-Mails:	22
Business Referrals:	1,143
Tracked Overnight Stays:	61
Mailings (student, relocation, visitor, letters):	17
Large Quantity Mailings (guides, brochures, etc.)	325
Chamber Website Sessions	1,853
Chamber Website Pageviews	4,999
COS Website Pageviews	9,302

## CHAMBER BUSINESS

**Chamber Board Meeting:** April agenda items included website project proposals, clean-up day plans, events schedule, WeSpeak frontline training program, state tourism legislation, etc.

**Chamber Membership:** We had four new members and 18 renewals in April.

**“Columbia Currents” Monthly Electronic Newsletter:** The April 2017 issue was deployed on Monday, April 3 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 April Chamber Break was hosted at Hawk Merlin Studio with nine people in attendance.

**Chamber Happy Hour:** Gorge-ous Weddings at Wind Mountain Ranch in Home Valley hosted the April Happy Hour with over 50 people attending.

**Chamber Facebook Page:** Posting updates several times per week. Currently at 1,346 fans. Create new posting for each new member.

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

- Provided travel writer with Mount St. Helens photographs and route information.
- Revised Chamber Break flyer.
- Communicated with Dan Richardson at Underwood Conservation District regarding clean-up activities and options.
- Created e-blast artwork for distribution through Scenic Washington Byways.
- Proofed and edited Skamania County Fair Premium Book.
- Attended Skamania County Board of Commissioners meeting and provided quarterly update.
- Edited the Columbia River Gorge section of Moon Guide Book for author.
- Attended breakfast meeting with director of Mt. Adams Chamber of Commerce.
- Distributed cooperative advertisement opportunity information in summer issue of The Gorge Magazine to membership.
- Rearranged storage unit and received 100 cases of Skamania County Visitors Guide.
- Completed Title II RAC paperwork with assistance from US Forest Service Community Liaison.
- Chamber website project:
  - Reviewed eight proposals with committee members and ranked top three choices. Interviewed three businesses over two days.

- Checked references for top two and followed up with specific maintenance questions. Made final selection of contractor with unanimous decision from all committee members.
- Staff reviewed current site framework, provided photographs and reviewed content.
- Met with d Studio 21 team for prep work. Viewed preferred sites, discussed strategy, demographics, user needs, etc.
- Gorge Days in North Bonneville: Updated vendor letter and application and distributed to previous participants. . Posting updates to FB page with 1648 followers. Held first Gorge Days planning meeting, solicited bands, dinner provider, solicited beer/wine garden vendor, etc.
- Bigfoot Bash at Logtoberfest: Toured venue grounds with owners and discussed spacing, parking, vendors, music, etc.
- Continued to fill brochure boxes at Cape Horn Trail information kiosk.

## **COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT**

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

- Gorge Blues & Brews Festival
- Gorge Days
- 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 second WRBA meeting at Wind Mountain RV Park in Home Valley with six people in attendance.

**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, Clean-Up Day plans, RDI Leadership Program and project, Gorge Blues & Brews Festival, etc.

**Stevenson Downtown Association (SDA):** Attended SDA board meeting. Also participated in interview process to choose an Executive Director.

### **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:
  - Attended Marketing Action Team meeting. Worked on details of WeSpeak sessions: schedule, venues, facilitator, incentives, etc. Edited WeSpeak fact sheets, picked up gift baskets, ordered buttons, etc.
  - Attended CGTA Advisory Team meeting. Worked on board matrix, brainstormed potential board members, discussed funding strategies, etc.
  - Attended Mt. Hood-Gorge Regional Tourism Cooperative Project meeting.
  - Attended Oregon Tourism Commission meeting and participated in CGTA team presentation.
  - Completed second quarter assessment of RARE participant.
  - Completed pre-application for 2017-18 RARE placement and submitted to University of Oregon.
  - Administering matching grant including payments to partners.
  - Provided letters of support to Washington State House and Senate from CGTA on behalf of funding for the Columbia River Gorge Commission.

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

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

**Senator Cantwell Staff:** Met with David Hodges, SW Washington representative from Senator Cantwell's office to discuss issues pertinent to Skamania County.

**RDI Leadership Program:** Attended two weekend sessions of Skamania County Rural Leadership training.

*(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:**

- Secured band for 4<sup>th</sup> of July fireworks event.
- Provided Dog Mountain shuttle information to local businesses.
- Continue to update SBA list with cruise ship schedules as provided by Port staff.
- Picked up Stevenson maps from printer in Hood River.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2938 fans.
- Organized Stevenson-Clean Up Day. Created flyers, placed display ad in Pioneer, solicited donations via discounts from businesses to volunteers, created task list, solicited volunteers, etc. Held clean-up day with over 32 people participating.
- Working on Gorge Blues & Brews Festival. Tasks accomplished this month include (but are not limited to):
  - Held planning meeting with full committee. Discussed music line-up, venue set-up, vendors, token cost, glass size, etc.
  - Working with graphic designer on display ad layout and poster design.
  - Ordered new glassware.
  - Working on t-shirt design and selection.
  - Working with sponsor on design and art for coaster.
  - Consistently posting updates on Facebook page, currently at 3959 followers.
  - Instagram followers = 864 with 1,552 engagements during April.

**2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2	Promotional Products and Projects		
P2B	Stevenson Map – Printing	\$	235.86
P2-D1	Website, Etc.		9.95
P2-D2	Print, Social Media, Etc.		980.00
P2F	Skamania Lodge Cooperative Projects		245.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival		<u>500.00</u>
		\$	1,970.81

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

Program 2	Promotional Products and Projects		
P2B	Stevenson Map – Printing	1 hour	\$ 30.00
P2-D2	Media – Public Relations, Marketing	7 hours	210.00
P2D4	Other (postage, miscellaneous marketing, etc.)	6 hours	180.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival	10 hours	<u>300.00</u>
		24 hours	\$ 720.00