

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	May 2017	
Amount Due:	\$ 7,083.34	Monthly Contract Amount
	870.00	COS Program Management Time
	<u>4,670.55</u>	Monthly Reimbursables
	\$ 12,623.89	

VISITOR STATISTICS

	<u>Stevenson Office</u>	<u>Outpost</u>
Walk-In Visitors:	572	172
Telephone Calls:	60	
E-Mails:	22	
Business Referrals:	1,392	894
Tracked Overnight Stays:	163	21
Mailings (student, relocation, visitor, letters):	19	
Large Quantity Mailings (guides, brochures, etc.):	1,000	
Chamber Website Pageviews	3,366	
COS Website Pageviews	11,920	

CHAMBER BUSINESS

Chamber Board Meeting: May agenda items included website project status, events schedule, WeSpeak frontline training program, etc.

Chamber Membership: We had one new member and 13 renewals in May.

“Columbia Currents” Monthly Electronic Newsletter: The May 2017 issue was deployed on Monday, May 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 May Chamber Break was hosted by Clark & Lewies Traveler’s Rest Saloon with eight people in attendance.

Chamber Happy Hour: Invision LLC hosted the May Chamber Happy Hour at their new office in downtown Stevenson with 40 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:

- Renewed display ads in Best Western Columbia River Inn room directory, Skamania Fun Map and SW Washington Summer Visitors Guide.
- Composed and sent response regarding staff health insurance with PEBB and provided requested documentation proving membership criteria was met.
- Provided letter of support to Port of Skamania County for their waterfront trail proposal.
- Met with community members to discuss Art Trail project.
- Attended Rural Tourism Studio Boot Camp sponsored by Travel Oregon.
- Attended Oregon Governor’s Conference on Tourism.
- Attended Rural Development Initiatives’ Conference on Communities.
- Chamber website project:
 - Met with d Studio 21 lead to review wireframe and navigation revisions.
 - Reviewed design suggestions including color palette, font choices, photo placement, navigation, etc.
 - Provided designer with 60+ images.
- Gorge Days in North Bonneville
 - Placed ad in CruZin’ Magazine.
 - Added Gorge Days to several regional car show website event calendars.

- Held Gorge Days planning meeting. Discussed schedule of activities, beer garden, entertainment, car show, etc.
- Submitted special occasion license application to Washington State Liquor Control Board for beer and wine garden.
- Reserved tent and staging, kid's inflatable rides and scheduled bands for Friday and Saturday nights.
- Working with graphic artist on schedule, posters, banners, etc.
- Updating Facebook page, currently at 1653 fans.
- Continued to fill brochure boxes at Cape Horn Trail information kiosk.
- Prepared Outpost for seasonal opening. Cleaned building, planted flower boxes, procured cell phone, swept parking lot, pulled weeds, etc. Filled brochure racks, procured water cooler and staff port-a-pottie.

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 monthly WRBA meeting at Backwoods Brewing 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 recap, RDI Leadership Program and project, Gorge Blues & Brews Festival, etc.

Stevenson Downtown Association (SDA): Did not attend the May SDA 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:
 - Attended Marketing Action Team meeting. Finalized details of WeSpeak program including editing and printing of face sheets, updating sheets with local fishing information and attending the first session in The Dalles. Also attended sessions in Cascade Locks including facilitation of one. Overall participation was 140 people. All of Chamber staff participated in the training.
 - Attended CGTA Advisory Team meeting. Worked on board matrix, brainstormed potential board members, discussed funding strategies, etc.
 - Administering matching grant including payments to partners.
 - Held full Columbia Gorge Tourism Alliance meeting with 30 partners in attendance. Presented proposed funding strategy and board matrix.
 - Attended launch of “Hear the Gorge” podcast series at Discovery Center in The Dalles. Volunteered to assist attendees at listening stations.

Skamania County Fair Board: Attended Market Sale meeting.

RDI Leadership Program: Attended weekend Conference of Communities. Working on Marketing Committee for Power of Produce project.

(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:

- Renewed display ads in Best Western Columbia River Inn room directory, Skamania Fun Map and Southwest Washington Summer Visitors Guide.
- Provided Stevenson maps, guides and lure brochures to MTR Western, the transportation company providing shuttle for Insitu.
- Working with Sasquatch Advertising on Instagram campaign, providing content. Instagram followers = 884 with 1,773 engagements during May
- Continue to update SBA group with cruise ship schedules as provided by Port staff.
- Posted updates and announcements on Stevenson Facebook page. Currently at 2961 fans.
- Working on all aspects of Gorge Blues & Brews Festival. Tasks accomplished this month include (but are not limited to):
 - Finalized posters and display ads and printed posters in-house.
 - Ordered t-shirts.
 - Finalized design of coaster and ordered quantity of 10,000.
 - Secured sanitation units, security, garbage receptacles, etc.
 - Placed display ads in Columbian, Willamette Week, Green Living, Inland Empire Blues newsletter, Washington Blues Society newsletter and provided content and images.
 - Composed and distributed press release.
 - Placed ads for Chamber and COS in GBBF special section of Skamania County Pioneer.
 - Secured display ads in WS Enterprise, The Dalles Chronicle, HR News and Pioneer.
 - Reserved radio space and approved spots with Bi-Coastal Media and TownSquare Media in Tri-Cities.
 - Consistently posting updates on Facebook page, currently at 4010 followers.

2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 1	Stevenson Street Enhancement		
P1B	Kiosk – Diebond	\$	100.00
P1C	Kiosk – Diebond maintenance/service		158.85
Program 2	Promotional Products and Projects		
P2-D1	Website, Etc.		219.95
P2-D2	Print, Social Media, Etc.		1,106.50
P2E	Wind River Publishing Advertisements		580.00
P2F	Skamania Lodge Cooperative Projects		245.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival		<u>2,260.25</u>
		\$	4,670.55

2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Program 2	Promotional Products and Projects		
P2-D2	Media – Public Relations, Marketing	12 hours	\$ 360.00
P2D4	Other (postage, miscellaneous marketing, etc.)	3 hours	90.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival	<u>14 hours</u>	<u>420.00</u>
		29 hours	\$ 870.00