

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

Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	November 2017	
Amount Due:	\$ 7,083.34	Monthly Contract Amount
	1,320.00	COS Program Management Time
	<u>17,015.90</u>	Monthly Reimbursables
	\$ 25,419.24	

### VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	138
Telephone Calls:	46
E-Mails:	8
Business Referrals:	338
Tracked Overnight Stays:	35
Mailings (student, relocation, visitor, letters):	2
Large Quantity Mailings (guides, brochures, etc.)	
Chamber Website Pageviews	2,122
COS Website Pageviews	6,334

### CHAMBER BUSINESS

**Chamber Board Meeting:** The November Board meeting was held with discussion items including 2018 funding, upcoming events, staff health insurance, staff transition, etc.

**Chamber Membership:** We had 15 renewals in November.

**“Columbia Currents” Monthly Electronic Newsletter:** The November 2017 issue was deployed on Wednesday, November 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 November Chamber Break was hosted by Windmill Physio at Skamania Acupuncture Clinic with eight people attending.

**Small Business Showcase:** The annual Small Business Showcase was held at Elk Ridge Bar & Grill at Carson Hot Springs with 14 businesses participating and approximately 50-60 people in attendance.

**Chamber Facebook Page:** Posting updates several times per week. Currently at 1,467 fans. Create new posting for each new member.

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

- Attended and participated in Skamania County Lodging Tax Advisory Committee process. Reviewed applications and made recommendations for 2018 funding to Skamania County Board of Commissioners.
- Attended and participated in two City of Stevenson Lodging Tax Advisory Committee meetings. Reviewed applications and made recommendations for 2018 funding to Stevenson City Council.
- Provided final grant report including website analytics to Port of Seattle. Received final distribution of grant award.
- Attended dinner meeting with Skamania County Leadership cohort and representative from Rural Development Initiatives to brainstorm nominees for 2018 program.
- Held planning meeting for join Holiday Open House including Port and EDC. Identified businesses to solicit for food items and divided up contact tasks.
- Attended Rock Cove Assisted Living's annual fundraiser.
- Participated in Small Business Administration Shop Small tour of seven Stevenson businesses.
- Met with Stevenson Community Pool manager to discuss opportunities to promote the pool through Chamber activities. Also provided connections regarding organizations who may assist the pool by receiving charitable donations.
- Assisted Skamania County Council on Sexual Abuse and Domestic Violence with connections regarding potential strategic planning partners.

- Worked with Washington Tourism Alliance and Green Rubino (Seattle marketing firm) to acquire rooms for reporter touring the Columbia River Gorge to assist in composition of a statewide marketing program. Suggested itinerary for attractions and sites to include in Skamania County.
- Participated in call with Green Rubino to answer questions specific to tourism benefits for rural communities.
- Continued working on 2018 event calendar, securing dates and information for major local events for inclusion in 2018 visitor guide.
- Continued updating Chamber membership information for inclusion in 2018 visitor guide.
- Continue to review and edit articles for 2018 Skamania County Visitors Guide. Provided input on article about 25<sup>th</sup> anniversaries and provided photographs.
- Assisted WRBA with messaging regarding Christmas in Carson by creating flyer, placing ads in Skamania County Pioneer and posting announcement on Facebook.

## **COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT**

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

- All Stevenson Events
- Christmas in the Gorge
- Chamber Annual Dinner

## **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, and reconcile bank statements. Attended monthly meeting.

**North Bonneville Business & Community Association (NBBCA):** This group is not meeting currently.

**Stevenson Business Association (SBA):** Composed and distributed agenda for SBA meeting. Discussion items include planning for Christmas in the Gorge, Shop Local campaign, business updates, etc.

**Stevenson Downtown Association (SDA):** Attended the SDA meeting. Discussion items application for Washington State Main Street program, Executive Director status, Walnut Park project, 2018 funding, etc.

### **Columbia Gorge Tourism Alliance (CGTA):**

- Serve as treasurer paying bills, reconciling bank statements, completing treasurer reports.
- RARE Placement: Supervising RARE member's daily activities.
- Gorge Tourism Alliance:
  - Attended Mt. Hood-Gorge's Regional Cooperative Tourism Program meeting. Invited to attend follow-up meeting organized by Port of Cascade Locks to discuss Travel Oregon's efforts to promote Cascade Locks post-fire.
  - Attended Columbia Gorge Tourism Alliance meeting. Discussion items included status updates from US Forest Service and ODOT regarding post-fire status of roads, trails, etc. Also discussed communication and messaging for the region.

**Stevenson Waterfront Planning Committee:** Attended second meeting of new committee convened by the Port of Skamania County to discuss enhancements on Stevenson's waterfront.

*(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:**

- Worked with Sasquatch Advertising on Instagram giveaway including NW Forest Pass and Discover Pass.
- Met with Kara Owen, Director of Sales & Marketing to discuss Gorge Blues & Brews Festival partnership, Chamber auction donations, holiday brochure, visitor guide status and other opportunities to work cooperatively.
- Held planning meeting for 2018 Gorge Blues & Brews Festival. Determined the need to finalize music line-up early for broader promotion.

- Composed articles for Winter Stevenson Tracker electronic newsletter. Provided images and articles to Sasquatch Advertisement for design and deployment.
- Picked up Stevenson finished sandwich boards from Stevenson High School woodshop class and made donation to program.
- Christmas in the Gorge planning including but not limited to:
  - Solicitation of businesses to provide information on open houses, sales, etc.
  - Confirming community events from local churches, museum, Skamania Lodge, etc.
  - Updates on Facebook page, currently at 1,053 fans.
  - Composed and distributed press release.
  - Worked with city public works on light installation and ordered new bulbs for decorations.
  - Confirmed radio campaign and approved schedule.
  - Finalized schedule, made copies and distributed to businesses and local schools.
  - Worked with artist on CIG poster, made copies and distributed.
  - Distributed parade applications.
  - Made reservations for Breakfast with Santa.
  - Secured garland for business decorating.
  - Set-up Exhibit Hall with vendor spaces for bazaar.
- Shop Local for the Holidays Campaign planning included but not limited to:
  - Solicited participation from businesses asking for gift ideas and photos.
  - Created half-page ad with information provided by businesses and placed in Pioneer.
  - Created daily Facebook posts with gift ideas.
  - Solicited participation from shoppers to return receipts to Chamber for entry into drawing.
  - Distributed Shop Local flyers to businesses.
- Posted updates and announcements on Stevenson Facebook page. Currently at 3169 fans.

**2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES**

Program 2	Promotional Products and Projects	
P2B	Stevenson Map – Printing	\$ 149.70
P2-D2	Marketing (print, social media, press releases, etc.)	5,047.20
P2F	Skamania Lodge Cooperative Projects	10,245.00
Program 3	Stevenson Business Association Events	
P3B	Christmas in the Gorge	<u>1,574.00</u>
		<u>\$17,015.90</u>

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

Program 2	Promotional Products and Projects		
P2-D1	Website – electronic newsletter, etc.	4 hours	\$ 120.00
P2-D2	Marketing (print, social media, press releases, etc.)	18 hours	540.00
P2F	Skamania Lodge Cooperative Projects	2 hours	60.00
Program 3	Stevenson Business Association Events		
P3B	Christmas in the Gorge	<u>20 hours</u>	<u>600.00</u>
		44 hours	\$1,320.00