

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

| | | | |
|-------------------|-------------------------------------|-----------------------------|--|
| Contractor: | Skamania County Chamber of Commerce | | |
| Reporting Period: | December 2017 | | |
| Amount Due: | \$ 7,083.34 | Monthly Contract Amount | |
| | 840.00 | COS Program Management Time | |
| | <u>6,916.65</u> | Monthly Reimbursables | |
| | \$ 14,839.99 | | |

VISITOR STATISTICS

| | <u>Stevenson Office</u> |
|--|-------------------------|
| Walk-In Visitors: | 86 |
| Telephone Calls: | 39 |
| E-Mails: | 2 |
| Business Referrals: | 178 |
| Tracked Overnight Stays: | 9 |
| Mailings (student, relocation, visitor, letters): | 10 |
| Large Quantity Mailings (guides, brochures, etc.): | 25 |
| Chamber Website Pageviews | 1,886 |
| COS Website Pageviews | 7,642 |

CHAMBER BUSINESS

Chamber Board Meeting: The December Board meeting doubled as our annual retreat with dinner service by Tacos Pepe. Discussion items including revenue enhancement, dues increase and director transition.

Chamber Membership: We had one new member in December and 10 renewals.

“Columbia Currents” Monthly Electronic Newsletter: The December 2017 issue was deployed on Thursday, November 30 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 December Chamber Break was hosted by the Port of Skamania County and Skamania County EDC to showcase their joint office. 10 people were in attendance.

Holiday Open House: The Chamber co-hosted our annual Holiday Open House with the Port and EDC. Over 100 people attended throughout the day.

Chamber Facebook Page: Posting updates several times per week. Currently at 1,485 fans. Create new posting for each new member.

Chamber Marketing, Projects, Action Items:

- Provided list of Skamania County locations to visit during winter months for Alpha Media web/radio promotion in support of the Columbia River Gorge post-fire.
- Distributed message to nominees for Rural Development Initiative leadership program.
- Organized, set up, executed and cleaned up following Holiday Open House.
- Provided quarterly update to Skamania County Board of Commissioners.
- Attended USFS Partners meeting to discuss post-fire volunteer opportunities and organization, trail updates, messaging, etc.
- Provided copies of the new South Cascades Loop brochure to program partners.
- Annual Dinner organization including:
 - Message to membership soliciting nominations for Business and Member of the Year.
 - Message to membership inviting sponsorship of Annual Dinner.
 - Message to membership with invitation to Annual Dinner.
 - Worked on banquet room set-up, menu, A/V, etc. with Skamania Lodge. Secured discounted room rate.
- Held Chamber staff holiday lunch.
- Worked on cleaning up back room, rearranging, etc.
- Continue to review and edit articles for 2018 Skamania County Visitors Guide.
- Served as judge for Skamania Lodge employee lip sync contest.

COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT

Event Promotion/Assistance:

- All Stevenson Events
- Chamber Annual Dinner
- Gorge Blues & Brews Festival
- GorgeGrass

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. Assisted with organization of Christmas in Carson event including creating flyer, display ad, Facebook posts, etc.

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 recap of Christmas in the Gorge, Shop Local campaign, business updates, etc.

Stevenson Downtown Association (SDA): Attended the SDA meeting. Discussion items included 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:
 - Participated in Travel Oregon/RARE conference call regarding RARE member's status.
 - Participated in photo shoot with Friends of Columbia Gorge and marketing firm for video highlighting "heroes of the Gorge".
 - Attended CGTA Board meeting with discussion items including funding model, executive committee positions, by-laws revision, etc.
 - Attended Marketing Action Team meeting with discussion items including website, messaging post fire, etc.

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

Skamania County Fair Board: Attended monthly meeting combined with holiday dinner.

(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:

- Provided volunteer opportunities to meeting planner holding conference at Skamania Lodge.
- Scheduled meeting to discuss status of Gorge Blues & Brews Festival beer wrangler position.
- Christmas in the Gorge planning including but not limited to:
 - Set up and take down of CIG sandwich boards and candy cane signs around town.
 - Execution of Starlight Parade with over 1,000 in attendance.
 - Execution of CIG Handcrafted Bazaar with over 700 in attendance.
 - Update of CIG Facebook page with Santa pictures, parade pics, etc.
 - Followed up with winners of Business Decoration contest and Residential Decoration contest.
- Shop Local for the Holidays Campaign planning included but not limited to:
 - Continued messaging regarding shopping local, collecting receipts and turning them into win.
 - Received receipts from shoppers and provided entries to contest.
 - Chose winner and contacted them with reward.
- Posted updates and announcements on Stevenson Facebook page. Currently at 3179 fans.

2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

| | | | |
|-----------|---|----|-----------------|
| Program 1 | Stevenson Street Enhancement | | |
| P1C | Diebond Signs – Maintenance/Service | \$ | 285.94 |
| Program 2 | Promotional Products and Projects | | |
| P2-D1 | Website (hosting, enhancements, webcams, etc.) | | 2,147.85 |
| P2-D2 | Marketing (print, social media, press releases, etc.) | | 3,041.86 |
| P2F | Skamania Lodge Cooperative Projects | | 245.00 |
| Program 3 | Stevenson Business Association Events | | |
| P3B | Christmas in the Gorge | | <u>1,196.00</u> |
| | | \$ | <u>6,916.65</u> |

2017 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

| | | | |
|-----------|---|-----------------|---------------|
| Program 2 | Promotional Products and Projects | | |
| P2-D2 | Marketing (print, social media, press releases, etc.) | 4 hours | \$ 120.00 |
| Program 3 | Stevenson Business Association Events | | |
| P3B | Christmas in the Gorge | <u>24 hours</u> | <u>720.00</u> |
| | | 28 hours | \$ 840.00 |