

CITY OF STEVENSON PROFESSIONAL SERVICE CONTRACT MONTHLY REPORT and INVOICE

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Contractor:	Skamania County Chamber of Commerce	
Reporting Period:	February 2018	
Amount Due:	\$ 7,500.00	Monthly Contract Amount
	630.00	Promotional Projects Management Time
	<u>4,899.06</u>	Monthly Reimbursables
	\$ 13,029.06	

VISITOR STATISTICS

	<u>Stevenson Office</u>
Walk-In Visitors:	113
Telephone Calls:	34
E-Mails:	19
Business Referrals:	645
Tracked Overnight Stays:	35
Mailings (student, relocation, visitor, letters):	14
Large Quantity Mailings (guides, brochures, etc.):	850
Chamber Website Pageviews	2,638
COS Website Pageviews	7,257

CHAMBER BUSINESS

Chamber Board Meeting: The February Board meeting included review of the Annual Dinner and auction, dues increase, upcoming 2018 activities, staff transition, promotional opportunity with Port of Seattle, Olympia event, tourism bill and more.

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

“Columbia Currents” Monthly Electronic Newsletter: The February 2018 issue was deployed on Thursday, February 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 February Chamber Break was hosted by the Chamber at our office. Ten people were in attendance.

Chamber Happy Hour: The February Happy Hour was hosted by Skamania Lodge in celebration of their 25th anniversary. Attendees could experience their recently updated Washington Room and enjoy appetizers. Approximately 100 people attended.

Chamber Facebook Page: Posting updates several times per week. Currently at 1,495 fans. Create new posting for each new member.

Chamber Marketing, Projects, Action Items:

- Re-arranged storage unit to accommodate 2018 visitor guides and moved 50+ cases in.
- Reserved 1/12 page display ad in 2018 Washington State Visitors Guide.
- Applied for Port of Seattle’s Spotlight Advertising opportunity at Sea-Tac International Airport.
- Requested extension on health insurance coverage from Public Employees Benefit Board.
- Created new display ad for inclusion in 2018 Scenic WA Guide.
- Cleaned up display area at Cape Horn Trailhead and placed new guides, rack cards, event schedule, etc.
- Met with local resident interested in Executive Director position.
- Met with editor of Skamania County Pioneer for interview regarding 25th anniversary, opening of Skamania Lodge, business climate then and now, etc.
- Created itinerary, including closures due to Eagle Creek fire, for Canadian visitor planning motorcycle trip through the Gorge.
- Proofing and editing pages for 2018 Columbia River Gorge to Mt. Hood Visitor Guide.
- Distributed message soliciting support for State Tourism Bill, asking readers to contact legislators asking for their vote in favor.
- Secured Cliff Barackman, host of Finding Bigfoot on Animal Planet, to speak at 2018 Bigfoot Bash at Logtoberfest.

COUNTY ORGANIZATIONAL & PROMOTIONAL SUPPORT

Event Promotion/Assistance:

- All Stevenson Events
- Mardi Gras in the Gorge
- Gorge Blues & Brews Festival
- GorgeGrass
- Skamania County Fair
- Bigfoot Bash at 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, and reconcile bank statements. Attended monthly meeting. Also met with president to review by-laws, then revised that document for presentation at monthly meeting. Also created treasurer's revenue/expense report and budget for WRBA and presented at meeting.

Stevenson Business Association (SBA): Composed and distributed agenda for SBA meeting. Discussion items include Stevenson Downtown Association news, Gorge Blues & Brews Festival updates, business updates, etc. along with presentation from Small Business Administration representative regarding their Emerging Leaders program.

Stevenson Downtown Association (SDA): Attended the SDA meeting and took minutes. Discussion items included Main Street Tax Credit Incentive Program, Executive Director status, 2018 goals, new treasurer, etc. Assisted new SDA director with move-in to office space at the Chamber. Also met to discuss details of Stevenson Clean-up Day. Provided copies for SDA meeting and printed rack cards for Main Street Tax Incentive Credit program. Met to discuss details of MSTIC.

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:
 - Continue to assist with by-laws revision.
 - Attended CGTA Board meeting discussing funding strategies, by-laws, messaging, etc.
 - Attended Marketing Action Team via phone.

US Forest Service-CRGNSA Meeting: Attended meeting organized by USFS to discuss impacts on State Route 14 corridor this spring due to trail closures in Oregon. In particular, messaging, invasive species and trail restoration.

Dog Mountain Permit/Shuttle: Attended meeting with USFS, State Parks, Skamania County, USACE and others to further discuss Dog Mountain use permit and Dog Mountain shuttle. Agreed to partner on press release and other tools to spread the information. Distributed message to Stevenson businesses asking for participation by providing discounts to shuttle riders as incentive for them to visit downtown Stevenson before or after their hike. Suggested media tour to saturate Portland/Vancouver market with information.

Waterfront Enhancement Committee: Met with other committee members and toured the waterfront to view the work being done there. Talked about amenities along the new pathway system being planned for the area.

Gorge-Ous Night in Olympia: Attended reception in Olympia with Washington state legislators. Spoke specifically with our legislators about support of the tourism bill. Provided pop-up displays, collateral material and delivered beer products. Also solicited items for door prizes.

Skamania County Fair Board: Attended meeting with Market Sale Committee. Also attended Fair Board dinner with Grand Marshals for 2018 Skamania County Fair. Assisted with bank statement balancing and other tasks related to the Fair Board.

Mid-Columbia River Regional Master Plan: Attended Open House at Bonneville Dam to make comment on sites owned by USACE in Skamania County.

(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:

- Met with representatives from American Queen Steamboat Company to discuss economic benefits received by the cruise ship dockings and to assist with shore excursions. Provided their staff with current business details for map provided to their passengers.
- Distributed information regarding Small Business Administration’s Emerging Leaders program to SBA members.
- Met with City Administrator to discuss incentive program to entice Dog Mountain shuttle riders into Stevenson. Please see details under Dog Mt. Shuttle above. Also worked with Skamania County Senior Services director on details of this project.
- Assisted event organizer with suggestions for advertising opportunities.
- Requested updates to Stevenson tear-off map and ordered printing. Picked up maps in Hood River.
- Updated 2018 event information on COS website.
- Arranged for repairs to Stevenson billboard at west end entrance.
- Gorge Blues & Brews Festival planning including, but not limited to:
 - Met with GBBF beer wrangler to discuss creation of an online brewery application and revisions to current verbiage.
 - Receiving vendor applications.
 - Working with graphic designer on poster design, providing input and suggested revisions.
 - Submitted event to Journey-AAA magazine for publication in their calendar. Also submitted to beefests.com for inclusion on website calendar.
 - Updated Facebook page with 2018 information, currently at 4138 followers.
- Posted updates and announcements on Stevenson Facebook page. Currently at 3192 fans.

2018 CITY OF STEVENSON PROMOTIONAL PROGRAMS REIMBURSABLES

Program 2	Promotional Products and Projects		
P2B	Stevenson Map – Printing	\$	407.11
P2-D1	Website		459.25
P2-D2	Marketing		900.00
P2-D4	Other – billboard repair		107.70
P2F	Skamania Lodge Cooperative Projects		245.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival		280.00
P3C	4 th of July Fireworks		<u>2,500.00</u>
		\$	4,899.06

2018 CITY OF STEVENSON PROMOTIONAL PROGRAMS MANAGEMENT TIME

Program 2	Promotional Products and Projects		
P2A	Stevenson Map – Updates	2 hours	\$ 60.00
P2B	Stevenson Map – Printing	2 hours	60.00
P2-D1	Website	2 hours	60.00
P2-D2	Marketing (print, social media, press releases, etc.)	5 hours	150.00
Program 3	Stevenson Business Association Events		
P3A	Gorge Blues & Brews Festival	<u>10 hours</u>	<u>300.00</u>
		21 hours	\$ 630.00