



Lodging Tax Advisory Committee Meeting Agenda Thursday, June 11, 2020, 4:00 PM REMOTE

NOTE: The City welcomes public meeting citizen participation. TTY Relay Service: 711. In compliance with the ADA, if you need special assistance to participate in a meeting, contact the City Clerk's office at (360) 834-6864, 72 hours prior to the meeting to enable the City to make reasonable accommodations to ensure accessibility (28 CFR 35.102-35.104 ADA Title 1.).

Participate in this virtual Meeting with the online ZOOM application and/or by phone.

OPTION 1 -- Join the virtual meeting from any device:

1. First-time ZOOM users
 - Download the free ZOOM Cloud Meetings app for your device
 - Or, click the Join Meeting link in the top right corner and paste - 962 2215 0504
2. From any device click the meeting link <https://zoom.us/j/96222150504>
3. Enter your email and name, and then join webinar.
4. Wait for host to start the meeting.

OPTION 2 -- Join the virtual meeting from your phone (audio only):

1. Dial 877-853-5257
2. When prompted, enter meeting ID962 2215 0504 , and then #, #

CALL TO ORDER

ROLL CALL

MEETING AGENDA

1. April 17, 2019 Lodging Tax Advisory Committee Meeting Minutes
2. Review Lodging Tax Applications

ADJOURNMENT



**LODGING TAX ADVISORY COMMITTEE
SPECIAL MEETING MINUTES - DRAFT**
Wednesday, April 17, 2019, at 3:30 p.m.
Camas City Hall – Council Chambers

I. CALL TO ORDER

Chair Rusch called the meeting to order at 3:30 p.m.

II. ROLL CALL

Present: Terri Sauer, Brent Erickson, Deanna Rusch
Staff: Pete Capell, Heather Rowley
Visitor: Carrie Schulstad

III. MEETING AGENDA

- A. It was moved by Erickson, and seconded, to approve the July 2, 2018 Lodging Tax Advisory Committee Special Meeting minutes. The motion passed unanimously.
- B. Schulstad pulled the Flower Pot Media application from the submissions. The committee reviewed the Lodging Tax Applications:

• Camas Days	\$3,000
• City of Camas Hometown Holidays	1,000
• DCA Regional Ads	5,185
• DCA Plant & Garden Fair	800
• DCA Walking Maps	<u>1,000</u>
TOTAL	\$10,985

It was moved by Sauer, seconded by Rusch, to approve the Camas Days \$3,000 application. The motion passed unanimously.

It was moved by Erickson, and seconded, to approve the Hometown Holidays \$1,000 application. The motion passed unanimously.

It was moved by Sauer, and seconded, to approve the Downtown Camas Association \$6,985 applications. The motion passed unanimously.

Erickson requested Lodging Tax budget reporting and inquired about bed and breakfast facilities within the City of Camas. Discussion ensued.

IV. ADJOURNMENT

The meeting adjourned at 3:39 p.m.



LODGING TAX FUND APPLICATION FORM

Event: Regional fairs: Columbia Gorge to Mt Hood Visitors Guide, Scenic WA Road Trips + online + Visit Vancouver USA. Visitors Guide

Estimated number of tourists traveling over 50 miles to the event: see attached

Name of Requesting Organization: Downtown Camas Association

Mailing Address: PO Box 1034 Camas, WA 98607

Contact Person: Carrie Schulstad Phone: (360) 904-0218 Email: director@downtowncamas.com

Amount Requested: \$ \$5375 Total Event Cost: \$ 11,322 (including Washougal's portion of Visit Vanc + Scenic WA)

Lodging tax funds provided to community organizations are for advertising and/or promotional expenses associated with events, festivals or other activities designed to attract overnight or day visitors. Marketing can include radio, TV and print advertising. All marketing efforts supported by lodging tax funds should include a statement acknowledging the City of Camas's financial support.

IN ADDITION TO THIS FORM, APPLICANTS MUST SUBMIT THE FOLLOWING:

- (1) A brief budget including all income and expenses for the event (including matching funds and in-kind contributions) and clearly showing which expenses lodging tax dollars will be used for.
- (2) A detailed advertising budget including types of media (radio, newspaper, posters, etc), dollar amount anticipate to be spent on each type of advertising and specifics on which media outlets will be used (Columbian, Oregonian, etc). Priority is given to events whose marketing plan reflects the goal of attracting tourists from outside the Portland/Camas metro area.
- (3) On a maximum of two pages, describe the proposed project and explain how it will assist in building tourism and/or promoting events that will bring visitors to the City of Camas. In addition to the two pages, a limited amount of promotional brochures, flyers, etc may be included.

CRITERIA FOR SELECTION OF LODGING TAX FUND RECIPIENTS:

- Event can demonstrate, through surveys, event or hotel registration information or other method, that it brings overnight visitors who stay in Camas lodging establishments.
- Event leverages funds from other sources, both cash and in-kind. Priority will be given to projects where lodging tax funds are not the sole source of revenue.
- Event has growth potential and organizer has a plan for increasing attendance.
- Organization or event promoter has a successful track record of organizing community events. This is especially important for proposed new events.

STATE REQUIREMENTS

Beginning with the 2008 calendar year, local jurisdictions are now required to provide annual reports to the Department of Commerce on the expenditure of lodging tax funds. It must include:

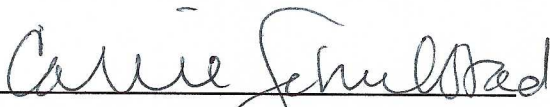
- 1) The list of festival, special events or non-profit organizations that receive lodging tax funds, and
- 2) The amount of lodging tax funds expended on each festival/special event sponsored by a non-profit.

Information for requirements #1 and #2 should be provided as part of this application process. The City requests that all events or activities receiving lodging tax funds provide, to the best of their ability:

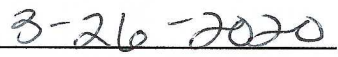
- Estimated total number of attendees,
- Estimated total number attendees who are tourists (defined as traveling more than 50 miles) and,
- Any information regarding overnight stays that is available.

For events held in the following year information will be due to the City by **March 31, 2021**.

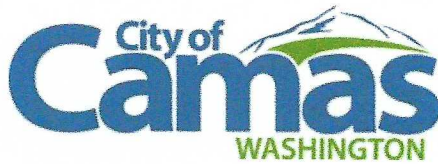
If you have questions, contact the Camas Finance Department at (360) 834-2462.



 Signature of Authorized Representative



 Date



LODGING TAX FUND APPLICATION FORM

Event: Downtown Camas Walking Maps 5000 count

Estimated number of tourists traveling over 50 miles to the event: placed in Washougal Best Western Gorge hotels & visitors centers, East Vancouver hotels + downtown shops!

Name of Requesting Organization: Downtown Camas Association Chamber

Mailing Address: PO Box 1034

Contact Person: Carrie Shulstad Phone: 360904-0218 Email: director@downtowncamas.com

Amount Requested: \$ 1500 Total Event Cost: \$ 1500 printing 750 graphic design cost

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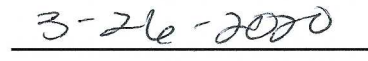
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If you have questions, contact the Camas Finance Department at (360) 834-2462.



 Signature of Authorized Representative



 Date

Discover the Delights of Camas and Washougal, WA as you enter the Columbia River Gorge



Historic Charm Awaits You

downtown Camas

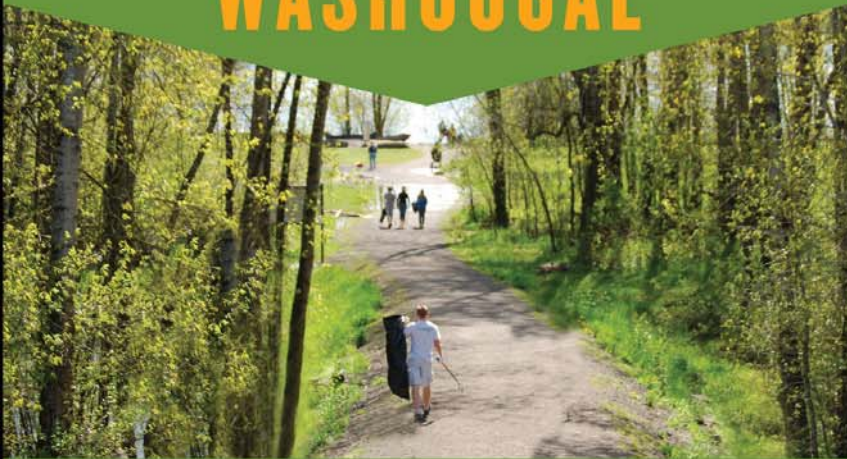
- ~ Enjoy local food, wine, craft beer and cocktails
- ~ Explore unique shops, antiques, theatre, galleries

- ~ Stroll down beautiful tree-lined streets
- ~ Stay and relax in a luxury boutique hotel

Let our downtown surprise you.
Find out more at DowntownCamas.com

Tourism support provided by City of Washougal and City of Camas lodging tax funds

KEEP DISCOVERING
WASHOUGAL



NATURAL BEAUTY AWAITS

in every corner of Washougal. Come for the hiking, birding, history, water sports and more and stick around for great dining, shopping and craft breweries.

VISITWASHOUGAL.COM

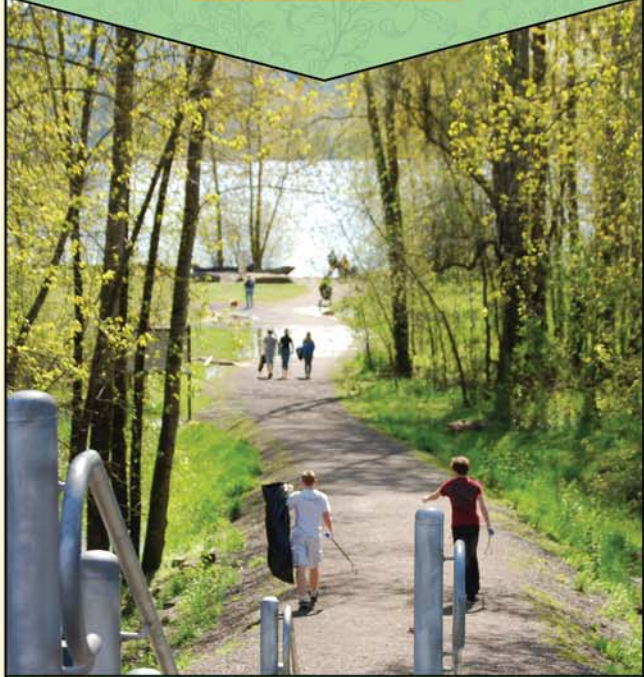
Discover the Delights of Camas and Washougal...just a short drive east toward the Columbia River Gorge

Historic Charm Awaits You
in
downtown
Camas



Stroll down beautiful tree-lined streets.
Enjoy local food, wine, craft beer and cocktails.
Explore unique shops, antiques, theatre & galleries.
Stay and relax in a luxury boutique hotel.
Let our downtown surprise you.
Find out more at DowntownCamas.com

KEEP DISCOVERING
WASHOUGAL
VISITWASHOUGAL.COM



Natural beauty awaits
in every corner of Washougal.
Come for the hiking, birding, history,
water sports and more and stick around for
great dining, shopping and craft breweries.
Explore more at visitwashougal.com



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Tourism support provided by City of Washougal and City of Camas lodging tax funds



WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- Wind River Publishing, LLC
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 linkedin.com/in/windriverpublishing
 Instagram@windriverpublishing

Advertising Opportunity

2020 COLUMBIA RIVER GORGE

Two States, Three Volcanoes and One Big River™

Oregon and Washington's Playground

The Columbia River Gorge visitors magazine is one of the most popular guides to the Columbia River Gorge and the surrounding area. It is the ***where to go, what to do and how to find magazine***. For those of you who have this publication in your facility, you have seen them fly out the door. Advertise your business and reach out to visitors who are planning their trip or who are already here and want to know what to do. This is a very well received publication.

The magazine is distributed at the Portland Airport Visitor Center at two locations (car rental and baggage claim information areas) along with the following Welcome Centers: Klamath Falls, Seaside, Oregon City, Brookings, Boardman and Ontario. Travel Portland is also a huge supporter and distributor of the magazine. Certified Folder Display is contracted by Wind River Publishing, LLC to distribute the visitor magazine on their specialized display racks at various hotels, restaurants and various retail businesses in the Gorge. ***For a detailed list of the hundreds of distribution sites, see page 2 of this media kit.***

NEW THIS YEAR – VISITOR WEBSITE!

This new website will promote all there is to do and see! It will be very comprehensive and similar to the magazine with added resources, itineraries and beautiful photos. There seems to be a high demand for a one stop website showcasing the Columbia River Gorge, Mt. St. Helens, Mt. Hood and Mt. Adams areas. The website will offer ad space on the page that relates to your business and is available for **\$250 for a whole year**. The ad will consist of logo or photo and a 50 word description and hyperlink to your website. This is a first time introductory special price for all that support and advertise in the magazine. Release date is **May 2020**.

Please consider placing an ad in this very popular magazine and also purchasing a space on the website. This media kit and a digital copy of last years magazine is available at www.windriverpublishing.net. We plan to print 75,000 magazines and will be completed in May 2020.

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- 541-806-1436

windriverpub@gmail.com -:- www.windriverpublishing.net

facebook.com/windriverpublishing -:- linkedin.com/in/windriverpublishing -:- Instagram@windriverpublishing

PDX Baggage Claim Information Center
PDX Car Rental Information Center

Astoria Warrenton Area Chamber of Commerce
Baker City Chamber of Commerce
Camas/ Washougal Chamber of Commerce
Goldendale Chamber of Commerce
Hood River Chamber of Commerce
Kelso Longview Chamber of Commerce
Maupin Chamber of Commerce
McMinnville Chamber of Commerce
Mt. Adams Chamber of Commerce
Pendleton Chamber of Commerce
Ritzville Area Chamber of Commerce
Roseberg Chamber of Commerce
Sandy Chamber of Commerce
Sisters Chamber of Commerce
Skamania County Chamber of Commerce
Springfield Chamber of Commerce
The Dalles Area Chamber of Commerce
West Columbia Gorge Chamber of Commerce
Woodland Chamber of Commerce

Port of Camas/ Washougal
Port of Cascade Locks
Cascade Locks City Hall

AAA of Springfield
AAA of Tacoma
Bend Visitor Center
Bonneville Locks & Dam, OR and WA
Columbia Gorge Sternwheeler Visitor Center
Coos Bay Visitor Center
Experience Olympia
Grants Pass Visitor Center
LaPine Visitor Center
Moses Lake Visitor Center
Mt. Hood Cultural Center & Visitor Information
Mt. St. Helens Monument Headquarters
Mt Tabor Visitor Center
Multnomah Falls Visitor Center
Olympia Visitor Center
Oregon Convention Center
Pine Creek Visitor Center
Portland Airport Visitor Center
Sage Center Boardman
Sandy Historical Society Visitor Center
Seaside Visitor Center
Southern Oregon Visitor Center
Sweet Home Visitor Center
The Dalles Dam Visitor Center
Travel Medford Visitor Center
Travel Oregon
Travel Portland Visitor Center
Travel Salem Visitor Center

Visit Bend Visitor Center
Yakima Valley Visitor Center
Woodburn Premium Outlet Visitor Center
Brookings Welcome Center
Klamath Falls Welcome Center
Ontario Welcome Center
Oregon City Welcome Center

Hood River Ranger Station
Mark Hatfield State Park
Spring Creek Fish Hatchery
USDA Forest Service Office Hood River
Zig Zag Ranger Station

American Express Cruise Ship
Columbia Gorge Discovery Center
Columbia Gorge Interpretive Center
Fort Dalles Museum
Hood River History Museum
Maryhill Museum
Pearson Air Museum
Sherman County Museum
WAAAM Museum

2nd Wind Sports
Adventure Lodge
Balch Hotel
B&Bs
Best Western Plus Columbia River Inn
Best Western Hood River Inn
Best Western Mt. Hood Inn
Best Western Plus Cascade Inn & Suites
Best Western Plus Parkersville Inn & Suites
Best Western Sandy Inn
Big Jims Drive In
Boys Pine Grove Store
Breweries in the Gorge
Bridge RV Park
Bridgeside Restaurant
Budget Inn
Burgerville
Camas Hotel
Camas Shops and Restaurants
Carson Hot Springs Golf and Spa Resort
Cascade Inn
Cascade Locks KOA
Celilo Inn
Collins Lake Resort
Columbia Cliff Villas
Columbia Gorge Hotel
Columbia Gorge Inn
Columbia Gorge Riverside Lodge
Comfort Inn
Cousins Country Inn
Dalles Inn

Dintys Motor Inn
Fruit Stands
Full Sail Brewing
Government Camp Hotels, Shops, Pubs & Restaurants
Grand Central Travel Stop
Grand Lodge
Hampton Inn
Holiday Inn Express
Hood River Chevron
Hood River Hotel
Hood River Shops, Pubs and Restaurants
Huckleberry Inn
Kramers Market
Lyle Mercantile
Lone Pine Motel
Main Street Convenience Store
Martin's Gorge Tours Bus
Maryhill Winery
McMenamins Edgefield
Motel 6
Mount Hood Railroad
Mt. Hood Area, Welches, Zig Zag, Sandy
Mt. Hood Oregon Resort
Mt. Hood Vacation Rentals
Mt. Hood Village RV Resort
Nu Vu Motel
Oregon Motor Inn
Packard Farms
Peach Beach RV Park
Praters Motel
Rafting Companies
Riverview Lodge
Rodeway Inn
Rufus Hillview Motel
RV Parks
Sandy River RV Park
Shell Station
Shilo Inn
Skamania Lodge
Skamania Store
Society Hotel
Stevenson Library
Stevenson Pubs, Shops & Restaurants
Sunset Motel
Super 8 Motel
The Resort at Skamania Coves
The Store in North Bonneville
Three Rivers Inn
Timberline Lodge
Troutdale Shops and Restaurants
Tye Motel
Whispering Woods Resort
White Salmon shops, Pubs and Restaurants
Windsurfing Shops
Wineries

Testimonials

The maps, articles and organizational layouts were perfect tools for our staff in working with visiting tourists and regular customers, plus with how many different locations, businesses and counties distributed through, we know for a fact that our advertising dollars were well spent in a very direct and functional manner.

Pepi Gerald / Second Wind Sports

The Columbia River Gorge visitor magazine is a must have for visitors heading through the Gorge. Full of useful information for both the Oregon and Washington sides of the Columbia River, we give this guide out to everyone who's headed in that direction. The guide has information on just about anything a person might be wondering about; from hiking to windsurfing, from shopping to dining, this guide has it all!

*Karen Hutchinson-Talaski, Executive Director
Umatilla Chamber of Commerce & Visitor Center*

Every day we have campers visiting the Gorge who don't realize how much there is to do here. Handing out this magazine has given them a wider scope of activities and sights to see which has encouraged our campers to extend their stays at our RV park & campground. This is a well-designed magazine that we're glad to have!

Daniel Hopkins / Bridge RV Park & Campground

COLUMBIA RIVER GORGE :: ADVERTISING GUIDELINES 2020

Ad Sizes in Inches

Full Page:

7.5 x 10 - no bleed w/ margin
8.625 x 11.125 - with bleed
8.375 x 10.875 - trim size

Half Page:

7.5 x 4.9375

One-Third Page:

2.375 x 10 - vertical
4.9375 x 4.9375 - square

One-Sixth Page:

2.375 x 4.9375 - vertical
4.9375 x 2.375 - horizontal

One-Twelfth Page:

2.375 x 2.375

- + Minimum bleed .125 inch
- + Design ad within .25 inches from outer edge

Guidelines and Information

- + Graphics in ads must be at 300 dpi and images placed at 100%.
- + Text and line art settings are 1200 dpi for optimal printing.
- + Use CMYK color mode. Do not send PDFs using RGB color settings.
- + Send press-ready single page file as a high resolution PDF. Choose the High Quality Print setting when creating PDF files with compatibility setting Acrobat 5 (PDF 1.4). This should be the default compatibility setting when choosing High Quality Print.
- + Microsoft Word or Publisher ads are unacceptable.
- + Submit ads by email or online transfer service. Email ads to windriverpub@gmail.com.
- + For all other inquiries, contact Judy Bair at windriverpub@gmail.com or 541.806.1436.
- + Prepayment discount of 5% for early payments will be offered.

DEADLINE FOR RESERVING ADVERTISING SPACE IS DECEMBER 4, 2019
DEADLINE FOR SUBMITTING ADVERTISING ARTWORK IS JANUARY 17, 2020
5% DISCOUNTS OFFERED FOR PRE-PAYMENTS: DEADLINE IS DECEMBER 31, 2019

Please use this packet to help plan your budget for 2020. If you are certain you would like to reserve space now, feel free to contact Judy Bair at 541.806.1436 or windriverpub@gmail.com.

This media kit is available online at www.windriverpublishing.net

Testimonials

Hello! My name is Cindy Cartwright and this past weekend while visiting Multnomah Falls, I picked up a copy of the Columbia River Gorge visitor magazine. It is an exceptional magazine and an excellent read as I sipped my morning cup of tea.

Thank you for making such a delightful and informative magazine. I wish I had picked up two copies so that I could send one to my family in Texas. I think this magazine is a perfect enticement for getting them to visit our beautiful area of the world. This magazine, more than any other, has a perfect blend of activities and events that will help individuals with various interests find something to do in such a beautiful place like the Columbia River Gorge. I could go on and on about how much I like this magazine!

Sincerely, Cynthia Amezquita Cartwright

The Columbia River Gorge Visitor Magazine is a complete package of resources, maps and information about all sorts of experiences in our area. This is my favorite item to use when guiding our guests to their adventures. I explain the layout of the magazine and make sure they understand that it is rich with information about what they want to seek and so much more! Every year, Judy makes this magazine better than before. It is the only visitor guide needed to be prepared for a trip in the Columbia River Gorge and Mt. Hood region.

Tammara Tippel, Executive Director / Mt. Adams Chamber of Commerce

As a Forest Service representative stationed in the Skamania Lodge, I find the Columbia River Gorge magazine to be extremely helpful and knowledgeable in assisting visitors become acquainted with the Gorge. Not only does it do an amazing job organizing how the Gorge is laid out, it uses that same intuitive nature to explain and highlight each region in the Gorge's best features. As a person that works in recreation, I especially appreciate how well the magazine organizes the abundance of activities there are in the area, and have many times offered it for people that come and 'just got here and don't know what to do.'

Aberdeen Alvi / Forest Service Information Center, Skamania Lodge

The Columbia River Gorge Magazine is a valuable promotional tool for the community. Here at Full Sail we have many tourists coming through town and we direct them to this magazine. We go through more of these magazines than the others that we provide for our guests.

Kate Blumenthal / Full Sail Brewing

COLUMBIA RIVER GORGE :: PRICE SHEET 2020

2019 Advertising Rates

One-Twelfth Page	\$ 650
One-Sixth Page	\$ 1200
One-Third Page	\$ 2000
Half Page	\$ 2500
Full Page	\$ 3000

NEW Website Ad Space \$ 250

- + Logo or photo
- + 50-75 word description
- + Hyperlink to your website

* 5% discount applied for return clients

* 5% prepay discounts available

All prices are for one year placement

Co-Op Opportunities

Co-op advertising options are available. Associations and chambers have the opportunity to host a sponsored page which involves shared ad space. This makes it more affordable for small businesses to advertise. Space is limited so please call 541-806-1436 to find out about co-op options in your area.

Important Payment Information

- 5% discount applied for return clients.
- 5% discount offered for prepayments.
- *Interest will be charged at **2%** per month on all accounts past due over 30 days.

Questions?

If you have any questions, please call or email Judy Bair 541.806.1436 // windriverpub@gmail.com.

Note: We will do our best to make this publication user-friendly so your ad will be noticed and found as efficiently as possible. Wind River Publishing, LLC does not guarantee ad placement.

Please use this packet to help plan your budget for 2020.

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DEADLINE 5% DISCOUNTS FOR PRE-PAYMENTS: DEC 31, 2019

Testimonials

Columbia River Gorge magazine is our number one requested magazine from our guests at Hood River Hotel. The literature in the magazine is a perfect guide for our guests with current information on the area, events calendar, and hiking. The added feature Oregon and Washington maps truly assist visitors in finding the perfect place to go in the gorge. The Hood River Hotel highly recommends the Columbia River Gorge visitor magazine.

Jessica / Reservation Desk, Hood River Hotel

I would like to tell you how much we love the Columbia River Gorge magazine here at the PDX State Welcome Center at the Portland International Airport. The fact that it covers BOTH sides of the river is one of the best reasons for its popularity! It is the most thorough Guide we have on the Gorge. It covers each community so well! Hiking (which is our most asked question for the Gorge), family ideas, adventure ideas, maps and an excellent event guide in the back are what travelers are asking for and it is so easy to navigate through! From January to Date we have distributed 3164 issues with July the highest at 994 issues. 2015 was an excellent year with a total of 7240 issues distributed. We really love this magazine and always look forward to getting it.

*Stephanie Lewis, Manager / Portland Airport Welcome Center
Travel Oregon/Oregon Tourism Commission*

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair - 541-806-1436

windriverpub@gmail.com - www.windriverpublishing.net

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downtown Camas

Historic Charm Awaits You!

- Friendly boutique shopping and galleries
- Bistros, restaurants, breweries and lounges
- Local wines, craft beer, vintage cocktails
- Pampering spas and salons
- Historic theatre and luxury boutique hotel
- Relaxing small town pace in a beautiful tree-lined historic downtown.

Come Visit and Enjoy!

Find this gem off of Hwy 14, just 15 minutes from the Portland airport on the Washington side of the majestic Columbia River.



Salud!

Wine Bar • Event Center • Wine Storage
224 NE 3rd • 360.787.2583 • saludwine.com

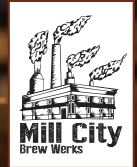


Camas Hotel

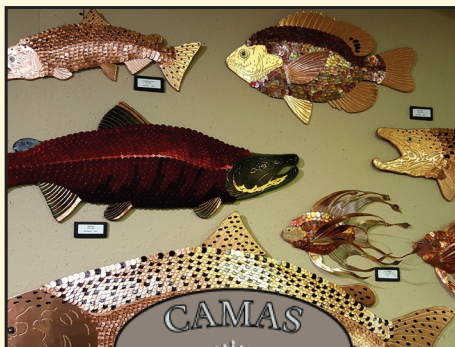
On-site Restaurant & Bar. Pet & Eco-Friendly.
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Good Food
Good Beer & Spirits
Good Friends



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LizabethA.com
M-F 10-6 Sat 10-5 Sun 12-4



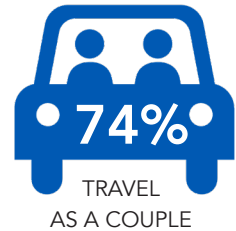
Scenic

WASHINGTON STATE 365



2020 media kit

ScenicWA Audience



SIXTY PERCENT ARE WOMEN AGE 25-54,

the primary decision maker who uses the guide to plan family vacations and weekend getaways.



77%
are seeking
scenic beauty
& outdoor
adventure



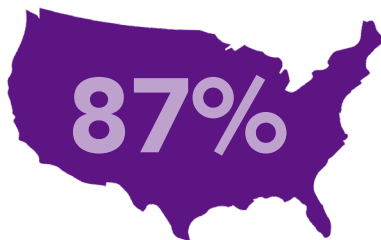
We have over 135,000 active followers on Facebook & Instagram

with an average daily reach of 20,000; occasional posts have exceeded a *mind-boggling reach of 300,000.*



Our social media audience is 77% women to 22% men with an age range of 25-54.

The website audience is **61% male** with an age range distributed evenly from **25-65** who are searching for **"Road Trips in Washington State."**



87% of people who order our guides, visit our website and follow us on social media are from the United States.



60% of our U.S. requests come from Washington residents and of those, approximately 40% are from Seattle and the greater Puget Sound region. Oregon, British Columbia, California and Texas round out the top five states and provinces.

ScenicWA Products & Reach

We reach over 1 million visitors each year!

Scenic Drives & Road Trips Guide (See integrated pricing on next page)

This is our signature locally-curated pocket guide featuring photos and stories from the road by our staff of Washington State insiders.

We will unearth the hidden gems that make Washington truly unique and we'll take you along for the ride.

REACH: With a print run of 125,000 copies of the Scenic Drives & Road Trips Guide, at the industry standard of 2.5 readers per copy, we will reach approximately 312,000 readers.

DISTRIBUTION:

- Visitor Centers throughout the state and neighboring states in the Pacific NW
- South Lake Union residents through members of the Seattle Concierge Guild as part of our "Explore Washington" map & guide packet
- Direct Mailed upon request
- Washington State Ferries

ScenicWA.com \$240

Suggested Road Trips are the basis for our mobile-friendly website. Your listing or feature story on ScenicWA.com will ensure you are found by people during the travel planning process. (Included with integrated print & digital packages)

REACH: Our website averages 22,000 unique page-views per month with 60% of our traffic coming from mobile and tablet.

Social Media Campaigns \$395

Sharing and engaging is what being social is all about. We have 135,000 Facebook and Instagram followers who engage with us through daily "365 Things to Do" and Instagram features. (Included with integrated print & digital packages)

Travel Inspiration E-Marketing & Feature Story Campaigns \$998

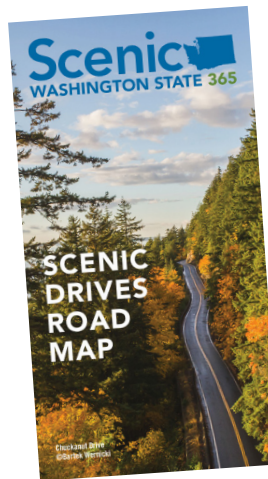
Share your unique story on ScenicWA.com and provide travel inspirations to our list of over 45,000 double opt-in subscribers.

Write your own story or we will assign one of our travel writers to visit your area and highlight your destination's experiences. These stories live on ScenicWA.com and will be promoted through social media in addition to exclusive email marketing campaigns.

Don't really need a feature story? Just ask for our **Exclusive Email Campaign \$798**

Washington State Scenic Drives Road Map

When all is lost... including you and your cell coverage... a good old-fashioned, fold-out road map is far and away the most valuable



tool to have in your glove box—and also happens to be our most popular product at visitor centers throughout Washington and neighboring states. The map features our state's 29 Scenic Byways.

DISTRIBUTION: 175,000 copies will be printed and distributed at visitor information and retail centers throughout

the Pacific NW and will also be mailed directly on request through our Explore Washington travel packets.

Map Ad Pricing

- Back Panel (3.5" x 7.33" / add .5" bleed) **\$6,995**
- Inside Fold Panel (3.5" x 7.33" / .5" bleed) **\$5,995**
- Full Panel (3.33" x 7.06") - 4 available **\$4,995**
- Half Panel (3.33" x 3.44") - 10 available **\$3,495**
- Quarter Panel (3.33" x 1.65") - 8 available **\$1,895**

Integrated Print & Digital Pricing

ScenicWA has created a totally integrated print and digital marketing program that will help you reach, inspire and engage up to one million people seeking authentic travel experiences.

	New	Renew
Mount St. Helens	\$795	\$675

- “Don’t Miss” Photo Listing—Scenic Drives & Road Trips Travel Guide
- 1.7” x 1.3” photo, contact information and a 20-word description
- ScenicWA.com listing

Mount Baker	\$1,995	\$1,875
--------------------------	----------------	----------------

- Third page ad (3.33” x 2.525”) in Scenic Drives & Road Trips Travel Guide
- Two 365WashingtonState Facebook features annually
- ScenicWA.com listing

Mount Adams	\$3,895	\$3,775
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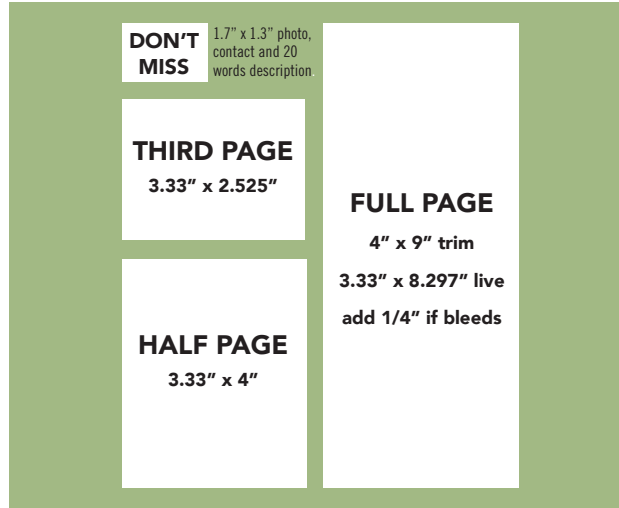
- Half page ad (3.33” x 4”) in Scenic Drives & Road Trips Travel Guide
- Three 365WashingtonState Facebook features annually
- ScenicWA.com listing

Mount Rainier	\$6,495	\$6,375
----------------------------	----------------	----------------

- Full page ad (4” x 9” trim; 3.333” x 8.297” live; add 1/4” bleed to all sides if bleed) in Scenic Drives & Road Trips Travel Guide
- Four 365WashingtonState Facebook features annually
- ScenicWA.com listing
- Exclusive e-campaign
- Premium Placement: Back Cover, add 25%; Inside Front Cover, add 15%



Ad Sizes



Dates to Remember

Travel Guide & Map Ad Deadline

Insertion orders February 14, 2020

Camera-Ready Art and Copy ... February 28, 2020

Early Bird by November 22, 2019

Early Birds will receive one additional social media post (Facebook & Instagram to 135,000 followers) Value: \$395

Distribution Dates

Our travel guide and map will be printed and ready for distribution in May, 2020.

Get In Touch!

For more information contact:

AUDREY FRAGGALOSCH

audrey@ScenicWA.com

800-546-8401 x103

Direct 360-739-6881

JENNIFER COLEMAN

jennifer@ScenicWA.com

800-546-8401 x106

Direct 360-603-4990





Dear Camas LTAC,

Our DCA would like to apply for lodging tax dollars to help fund regional ads for 2020 in the:

- **Visit Vancouver USA visitor’s guide**
- **Columbia Gorge to Mt Hood Visitor's Guide magazine and website**
- **Scenic WA, Scenic Road Trips Guide (print and online) plus social media, e-newsletter and website presence**

Total Cost of regional ads for Camas: \$6475 (\$11,322 incl. Washougal’s part)

Total request of lodging tax funds for regional ads at this time is \$5,375.

See attached demographic and media distribution sheets for each publication.

Columbia Gorge to Mt Hood Visitor's Guide:

- This is a co-op ad with 6 merchants and a website ad with the cost to the DCA **\$727** (total cost of ad is \$1450—discounted 5% to **\$1377** with early payment. This is a special negotiated nonprofit rate with the DCA—usual full page cost is \$3000. Website ad on visitor’s guide site is **\$250**).
- **75,000** copies distributed annually with 20,000 copies provided to Travel Portland for promotion of the Columbia Gorge. See full media kit.
- This magazine is online as well. Website includes Camas annual downtown events.
- Includes full page copy in magazine about attractions and hidden gems in Camas.

Vancouver USA Visitor Guide:

- The Vancouver USA ad is a full page shared equally with Washougal Tourism and the DCA. The cost to the DCA is **\$1850** (non-profit discount, full page regular priced ad \$4806). Camas Hotel to pay \$200 of this cost to have hotel ad incorporated into design.
- **95,000** copies distributed annually with bonus circulation of 46,000 mailed with Seattle Met and Portland Monthly. See full media kit.
- This guide is online as well.

Scenic WA State:

- Full page ad in 2020 Scenic Road Trips Guide shared with Washougal Tourism
- 2 featured 365WashingtonState FB posts (139,000 followers) (2 for Camas and 2 for Washougal) with analytics
- Scenic WA mobile app location page
- ScenicWA.com listing and featured story
- Exclusive e-newsletter campaign (45,000 opt-in subscribers) with analytics
- Total cost **\$5,995 (\$2997.50 ea)**

These ads are a solid way to send out a call to action regionally to come to Downtown Camas and to stay!

Item 2.

Vancouver

usa



2020 MEDIA KIT

TOURISM IN VANCOUVER USA IS BIG BUSINESS!

And visitors to the Vancouver area are ready to spend their vacation dollars!

Last year, tourism in Clark County continued to be an economic driver, with visitors spending \$525,000,000. This growth contributes to the Clark County tourism economy, an industry that supports more than 4,180 tourism related jobs.

Don't miss out on this opportunity – reserve your ad in the *Vancouver USA Travel Magazine and Relocation Guide* today!

Total Visitor Spending

\$585 million



LODGING

\$93 million



FOOD & DRINK

\$215 million



RETAIL SALES

\$80 million



ACTIVITIES &
ENTERTAINMENT

\$70 million

THE POWER OF VISITORS GUIDES

Recent studies* show that the official *Vancouver USA Travel Magazine* will influence 2020 travel plans and spending decisions.

“Did reading the guide influence or change the following aspects of your trip?”*



17%

STAYED LONGER



50%

**ADDED
ATTRACTIONS**



45%

**ADDED
ACTIVITIES**



24%

**SPENT MORE
MONEY**



Photo by Stuart Mullenberg

83%+

Of undecided travelers were influenced to choose a destination after reviewing a visitors guide.

45%

spent more than 45 minutes reading a visitors guide.

50%+

of respondents used a visitors guide to plan their trip.

53%

spent between 15 and 45 minutes reading a visitors guide.

40%

used a visitors guide both prior to and during their visit.

TOTAL CIRCULATION: 141,000

Circulation **95,000** // Bonus Circulation **46,000**



YEAR-ROUND TARGETED DISTRIBUTION

- Visitor centers throughout WA and OR
- Visitor info kiosks along the I-5 Corridor
- Expanded distribution in Greater Portland area
- Portland International Airport
- The Visitor Information Center at the Fort Vancouver National Site
- More than 30 local hotels
- Meeting planners bringing groups to Vancouver
- Convention delegate welcome packets
- Visitor points of interest throughout Southwest WA
- Chambers of Commerce in Clark County
- Businesses and individuals relocating to the area
- Mailed with subscriber copies of *Portland Monthly* and *Seattle Met*

“Our conference attendees were thrilled with the Visitors Guide, and the many options for meals and entertainment within walking distance of the Hilton. Many attendees took advantage of the riverfront park to jog or walk, and the Farmers Market was a big hit.”

- Washington State
Bar Association

DIGITAL DISTRIBUTION

- Digital flipbook available on iPad, tablets and mobile as well as online viewing at visitvancouverusa.com

GREAT STORYTELLING AND EYE-CATCHING VISUALS

Your ad will be surrounded by original content and captivating images, to keep the readers interest on the page while giving them the tools to Do The Couve.



2020 VISIT VANCOUVER USA NET RATES

SIZE	RATE
Full page	\$3,700
2/3 page	\$2,811
1/2 page (H only)	\$2,403
1/3 (H or V)	\$1,740
1/6 page (V only)	\$1,024
Back cover	\$4,515
Inside front cover	\$4,094
Inside back cover	\$4,094

All rates are net. All ads to be printed 4 color. Spec sheet available on request.

DEADLINES

Space Reservation:
JANUARY 31, 2020

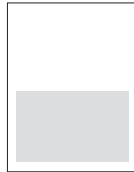
Materials Due:
FEBRUARY 7, 2020

Distribution:
MARCH 2020



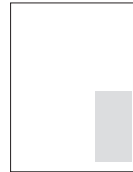
FULL PAGE

BLEED:
8.25" x 10.75"
TRIM:
8" x 10.5"
NON-BLEED:
7.25" x 9.75"



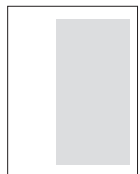
1/2 PAGE

HORIZONTAL:
7" x 4.625"



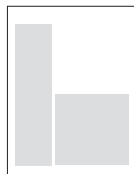
1/6 PAGE

VERTICAL:
2.25" x 4.625"



2/3 PAGE

VERTICAL:
4.625" x 9.5"



1/3 PAGE

SQUARE:
4.625" x 4.625"
VERTICAL:
2.25" X 9.5"

Reserve your ad today

VANCOUVER USA TRAVEL MAGAZINE PRESENTED BY

Visit Vancouver USA

ADVERTISING SALES

Mark Hett, Account Executive
mhett@sagacitymedia.com • 971.200.7055

PRODUCTION INQUIRIES

Scott Weber
sweber@sagacitymedia.com • 971.200.7046

PLEASE SUBMIT FILES TO

Ian Smith, Sales & Production Coordinator
921 SW Washington, Suite # 750 Portland, OR 97205
ismith@sagacitymedia.com • 971-200-7056

If the file is over 9 MB please send to our FTP:
<https://portlandmonthly.groupdropbox.com>
login: advertiser@sagacitymedia.com
password: oakstreet



SAGACITY MEDIA
CUSTOM PUBLISHING DIVISION

ADVERTISING CONTACT:

Mark Hett, Account Executive
SagaCity Media, Inc.
921 SW Washington, #750
Portland, Oregon 97205
P: 971.200.7055
F: 503.227.8777
mhett@sagacitymedia.com



LODGING TAX FUND APPLICATION FORM

Event: Hometown Holidays 2020

Estimated number of tourists traveling over 50 miles to the event: 120

Name of Requesting Organization: City of Camas Parks & Recreation

Mailing Address: 1010 NE 4th Ave

Contact Person: Krista Bashaw Phone: (360) 817-7991 Email: kbashaw@cityofcamas.us

Amount Requested: \$ 1400⁰⁰ Total Event Cost: \$ 11,550⁰⁰

Lodging tax funds provided to community organizations are for advertising and/or promotional expenses associated with events, festivals or other activities designed to attract overnight or day visitors. Marketing can include radio, TV and print advertising. All marketing efforts supported by lodging tax funds should include a statement acknowledging the City of Camas's financial support.

IN ADDITION TO THIS FORM, APPLICANTS MUST SUBMIT THE FOLLOWING:

- (1) A brief budget including all income and expenses for the event (including matching funds and in-kind contributions) and clearly showing which expenses lodging tax dollars will be used for.
- (2) A detailed advertising budget including types of media (radio, newspaper, posters, etc), dollar amount anticipate to be spent on each type of advertising and specifics on which media outlets will be used (Columbian, Oregonian, etc). Priority is given to events whose marketing plan reflects the goal of attracting tourists from outside the Portland/Camas metro area.
- (3) On a maximum of two pages, describe the proposed project and explain how it will assist in building tourism and/or promoting events that will bring visitors to the City of Camas. In addition to the two pages, a limited amount of promotional brochures, flyers, etc may be included.

CRITERIA FOR SELECTION OF LODGING TAX FUND RECIPIENTS:

- Event can demonstrate, through surveys, event or hotel registration information or other method, that it brings overnight visitors who stay in Camas lodging establishments.
- Event leverages funds from other sources, both cash and in-kind. Priority will be given to projects where lodging tax funds are not the sole source of revenue.
- Event has growth potential and organizer has a plan for increasing attendance.
- Organization or event promoter has a successful track record of organizing community events. This is especially important for proposed new events.

STATE REQUIREMENTS

Beginning with the 2008 calendar year, local jurisdictions are now required to provide annual reports to the Department of Commerce on the expenditure of lodging tax funds. It must include:

- 1) The list of festival, special events or non-profit organizations that receive lodging tax funds, and
- 2) The amount of lodging tax funds expended on each festival/special event sponsored by a non-profit.

Information for requirements #1 and #2 should be provided as part of this application process. The City requests that all events or activities receiving lodging tax funds provide, to the best of their ability:

- Estimated total number of attendees,
- Estimated total number attendees who are tourists (defined as traveling more than 50 miles) and,
- Any information regarding overnight stays that is available.

For events held in the following year information will be due to the City by **March 31, 2021**.

If you have questions, contact the Camas Finance Department at (360) 834-2462.

Krista J. Bashaw
Signature of Authorized Representative

19 Mar 2020
Date

Lodging Tax Application – “Hometown Holidays” 2020
Supporting Documentation

- A. Amount requested: **\$1,400**
- B. Brief Budget

Income:

Matching Funds/Sponsorships	\$2,900
In-Kind Contributions	<u>\$5,500</u>
Total Income	<u>\$8,400</u>

Expenses:

Staffing	\$ 750	
Office/Operating Supplies	\$1,200	
Tools & Equipment	\$ 850	(\$200 for new entry banner – lodging tax dollars)
Professional Services	\$3,500	(\$600 for social media contract – lodging tax dollars)
Advertising	\$1,050	(\$600 for print ads – lodging tax dollars)
Rent/Lease	<u>\$4,200</u>	
Total Expenses	<u>\$11,550</u>	

- C. Detailed Advertising Budget

Print Media

Banners	\$200	(\$200 from lodging tax dollars)
Print Ads (Columbian; Post Record; Skamania Pioneer)	\$760	(\$600 from lodging tax dollars)
Print Posters/Fliers (in-house)	\$0	
Press Releases (Columbian, Post Record, Skamania Pioneer, RiverTalk, The Reflector, The Oregonian)	\$0	

Social Media

\$600 (\$600 from lodging tax dollars)

City of Camas and Parks & Rec Facebook and Web sites; Camas School District web page & Facebook; Downtown Camas Assoc. Facebook; Hometown graphics re-design

- D. Description of event and how it will assist in building tourism, etc. (2019 Flier attached)

Hometown Holidays is the annual kick-off holiday event coordinated by the City of Camas Parks & Recreation. Activities include the lighting of the Tree; fireworks and “snow”; photos with Santa; entertainment by our local school choirs, bands, and dance groups; tractor hay rides; crafts for the kids; a variety of food offerings from street food vendors and downtown restaurants; and shopping in the downtown shops. The event coincides with the Downtown Camas Association’s “First Friday.”

Hometown Holidays is building tourism/promoting events by becoming one of the “must go-to” events. Residents are bringing in their out-of-town families and friends; new attendees are receiving a fun and positive introduction to Downtown Camas while at the same time learning about other City and Downtown events via displayed literature and word-of-mouth; and attendees are reaching out to non-local followers via social media-sharing.

- E. Estimated total number of attendees: 3,000 low estimate; 4,000 high estimate (depends upon weather)
Estimated total number of attendees who are tourists: We estimate between 3 to 4 percent are from out of town (est: 90/120 to 120/160)
Any information regarding overnight stays that is available: (actual occupancy reported from local hotels; additional out-of-town guests expected to stay with family)

2019	<u>Dec 5</u>	<u>Dec 6</u> (event)	<u>Dec 7</u>	<u>Dec 8</u>
Camas Hotel (24 total rooms)	50%	100%	100%	100%
Best Western (79 total rooms)	49%	89%	100%	49%



Hometown Holidays

Friday, December 6
5:00pm - 8:30pm

City of Camas Tree Lighting

5:00-8:30pm

Santa 5-8
Holiday Activities 5-8
Entertainment 5:15 - 8:30
Tree Lighting 6:30

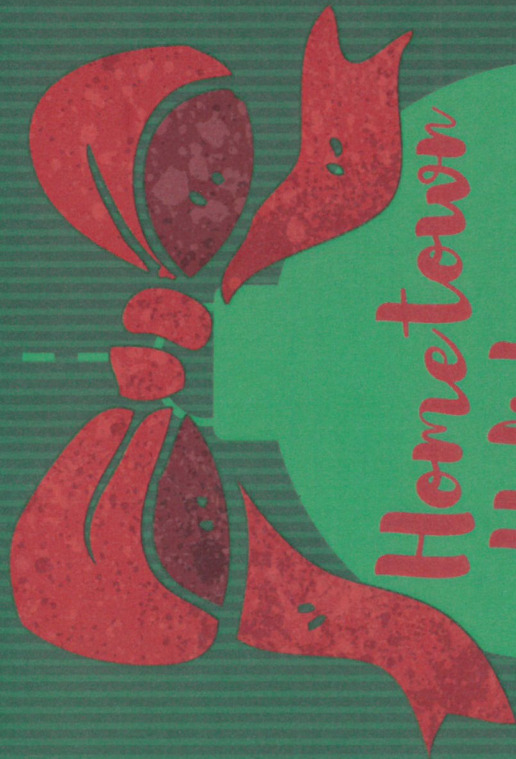
Photos with Santa | Fireworks | Kids' Crafts | Hay Rides
Refreshments | Entertainment | Movie at Liberty Theatre

Downtown Camas will be closed to parking & vehicular traffic at 10am.
Parking Shuttle (regular & disabled) runs 4:45pm to 9:30pm.
For the comfort and safety of your pets, please leave them at home.

For parking and event details, visit www.cityofcamas.us/parks.
Coordinated by Camas Parks & Recreation (360) 834-5307



70 Land 11/15
Liberty Theatre



Hometown Holidays

Friday, December 6
5:00 - 8:30pm

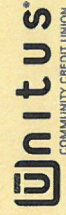
Downtown Camas Tree Lighting

Photos with Santa | Fireworks | Kids'
Crafts | Hay Rides | Entertainment |
Refreshments | Movie at Liberty

www.cityofcamas.us/parks

Coordinated by Camas Parks & Recreation

All Activities - 5:00
Tree Lighting - 6:30
Liberty Movie - 8:00



Presenting Sponsors:

Run:

\$600⁰⁰

- Columbian
- Rivista
emailed 11/5 + 11/16

Item 2.



Hometown Holidays

Friday, December 6

5:00 - 8:30pm

Downtown Camas Tree Lighting

5:00-8:30pm

Santa - 5:00

Holiday Activities - 5:00

Entertainment - 5:15

Tree Lighting - 6:30

Photos with Santa, Fireworks,
Kids' Crafts, Refreshments,
Hay Rides, Entertainment,
Movie at Liberty Theatre

Downtown Camas closed to parking & traffic
at 10am. Parking shuttle runs 4:45 to 9:30pm.
Please leave your pets at home. For event
details, visit web site listed below.



Event Coordinated by:



Camas Parks & Recreation

(360) 834-5307

www.cityofcamas.us/parks



Post Paid
\$
Item 2.
Run: 12/5



Downtown Camas Tree Lighting

- 5:00-8:30pm**
- Santa - 5:00
- Holiday Activities - 5:00
- Entertainment - 5:15
- Tree Lighting - 6:30

Photos with Santa, Fireworks, Kids' Crafts, Refreshments, Hay Rides, Entertainment, Movie at Liberty Theatre

Downtown Camas closed to parking & traffic at 10am. Parking shuttle runs 4:45 to 9:30pm. Please leave your pets at home. For event details, visit web site listed below.

Ad paid for by:



Blaine A Peterson, CRPC®
Financial Advisor
3037 Evergreen Way
Washougal, WA 98671
360-335-8902

Edward Jones
MAKING SENSE OF INVESTING

Event Coordinated by:



Camas Parks & Recreation
(360) 834-5307

www.cityofcamas.us/parks



LODGING TAX FUND APPLICATION FORM

Event: Downtown Mall Beautification

Estimated number of tourists traveling over fifty miles to the festival or event: Same as DCA

Name of Organization: City of Camas; Downtown Camas Association

Mailing Address: 616 NE 4th Avenue, Camas, WA 98607

Contact Person: STEVE WALL Phone: 360-817-7899 E-Mail: Brush Prairie

Amount Requested: \$ 7,000 Total Event Cost: \$ 10,000

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If you have further questions, contact the Camas Finance Department at (360) 834-2462.

DocuSigned by:

 778D0847FA164DA...

6/9/2020

 Signature of Authorized Representative:
 Public works Director

 Date:

Lodging Tax Fund Application Support

Event: Downtown Mall Beautification

Budget Description:

Summary: Lodging Tax dollars are proposed to be used to support hiring of a Part-Time Seasonal Maintenance Worker from mid-June through Labor Day. Matching and In-Kind funds will be provided by the Public Works Department and include use of the City's water truck (and associated fuel, insurance, maintenance, etc.), water, fertilizer, hand tools and other equipment, and additional personnel to support the work.

- **Lodging Tax Funds: \$7,000**
 - Maximum funds; includes assumption of 12 weeks, 32 hours/week and \$15/hour per the City's Salary Schedule.
- In-Kind/Matching Funds: \$3,000 est.

Advertising:

Downtown Mall Beautification supports all Downtown Events and activities in general. Advertising for the Downtown that goes out to Visit Vancouver USA visitor's guide, Columbia Gorge to Mt Hood Visitor's Guide magazine and website, and Scenic WA all attract tourists to Downtown Camas and are also paid for in 2020 through Lodging Tax funds. The advertising materials feature pictures including hanging flower baskets and planter areas that are proposed to be maintained throughout the summer as part of this application.

Proposed Project:

Propose using Lodging Tax funds to support Downtown Mall Beautification during the summer and early fall tourist season. Specifically, funds will be used to support watering, fertilizing and trimming of the hanging flower baskets and maintenance and upkeep of the Downtown Mall area including the flower beds, street furniture, painting, pressure washing and other upkeep. Unfortunately, under the current COVID-19 Emergency, the City is unable to hire seasonal workers that would normally complete this important work that helps promote tourism in the City and in turn support the lodging industry. The hanging flower baskets and maintenance of the Downtown Mall draws tourists and residents from outside the City to visit Camas to shop and dine. Keeping a vibrant Downtown is especially important this year with the number of previously supported events that have been cancelled for the summer (at a minimum) due to COVID-19.

Historic Charm Awaits You
in
downtown
Camas



Stroll down beautiful tree-lined streets.
Enjoy local food, wine, craft beer and cocktails.
Explore unique shops, antiques, theatre & galleries.
Stay and relax in a luxury boutique hotel.

Let our downtown surprise you.

Find out more at DowntownCamas.com