



Lodging Tax Advisory Committee Meeting Agenda
Tuesday, May 21, 2024, 11:30 AM
Council Chambers, 616 NE 4th AVE

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 so reasonable accommodations can be made (28 CFR 35.102-35.104 ADA Title 1)

CALL TO ORDER

ROLL CALL

MEETING AGENDA

1. [May 23, 2023 Meeting Minutes Approval](#)
[Presenter: Marilyn Boerke, Camas City Council Member, Chair](#)
[Time Estimate: 2 minutes](#)

2. [Review 2024 Lodging Tax Applications](#)
[Time Estimate: 45 minutes](#)

CLOSE OF MEETING



Lodging Tax Advisory Committee Meeting Minutes_Draft
Tuesday, May 23, 2023, 11:30 AM Council Chambers, 616 NE
4th Ave

CALL TO ORDER

Chair Marilyn Boerke called to order 11:33 a.m.

ROLL CALL

Present: Prashant Gupta, Bobby Sachdeva, and Samantha Horner-Boucher

Staff: Carrie Davis, Doug Quinn

Guests: Steven Baranowski, Camas School District; Jennifer Senescu, Camas-Washougal Chamber of Commerce; Sean Janson, Columbia Premier Soccer; Carrie Schulstad, Downtown Camas Association; Sherri McMillan, WHY

MEETING AGENDA

1. May 24, 2022, Lodging Tax Advisory Committee Meeting Minutes

It was moved by Horner and seconded to approve the Lodging Tax Advisory Committee Meeting Minutes. The motion carried unanimously.

2. Review Lodging Tax Applications

Staff stated that the Finance Department reported:
 An estimated fund balance of \$74,970 at the beginning of the year, a budgeted amount of \$35,000 for 2023, and an estimated fund balance of \$63,627 at the end of 2023.

The committee reviewed the applications and engaged in a question-and-answer period with the applicants. The committee deliberated.

It was moved by Gupta, and seconded to approve:

\$6,000 to the Downtown Camas Association - The association applied for \$5,442. The committee awarded \$6,000 with the expectation that the association would not approach the Camas Hotel for advertising funds as usual.

\$4,500 to the Camas Washougal Chamber of Commerce
\$1,050 to the City of Camas – Hometown Holidays
\$5,000 to Why Community
\$1,500 to Camas School District Athletics

The motion carried unanimously.

MEETING CLOSE

The meeting closed at 12:40 p.m.



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 8,990.00		
Organization/Agency Name *	Downtown Camas Association		
Federal Tax ID Number (EIN)	264,019,320		
Event or Activity Name *	Regional Tourism Marketing		
Contact Name and Title *	Carrie Schulstad, Executive Director		
Mailing Address *	Street Address		
	PO Box 1034		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	USA	
Phone *	entry format example 123-456-7890		
	360-904-0218		
Email *	director@downtowncamas.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

Regional ads and marketing for 2024 to attract visitors to Camas in the:

- Visit Vancouver Washington visitor's guide, print and online
- Columbia Gorge to Mt Hood Visitor's Guide magazine and website
- Scenic WA, Scenic Road Trips Guide (print and online) plus social media, website
- Downtown Camas walking maps for regional distribution

Projected Attendance/Population Reached

Total # Attendees

Traveling 50+ mi.

Traveling from out-of-state

Overnight in paid accomm.

Overnight in unpaid accomm.

of Lodging Nights

Methodology to be used to capture attendance *

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

Please see media kits for the extensive reach of each of the guides and magazines

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	2024 DCA Regional Advertising...	433.59KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Lodging Tax Funding Applicatio...	235.96KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	Annual Reporting State Januar...	298.72KB
	JPG, PDF, TIF	
Organizations Board Members List	2024 Downtown Camas Associ...	446.33KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	2024 CRGVG DCA ad.pdf	5.77MB
	wrp_media_kit24.pdf	126.23KB
	2024 Washougal-Camas-Coop...	1.56MB
	Vancouver_Ratecard 2024.pdf	587.42KB
	Camas-ScenicWA-2024.pdf	59.49KB
	ScenicWA_2024MediaKit 2.pdf	4.21MB
	Downtown Camas Walking Ma...	8.41MB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations
- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification *

I Acknowledge that all the information submitted in this application is accurate and true

Signature *

Carrie Schulstad

Date

auto-captured by form
5/3/2024



Downtown Camas Association 2023 Regional Advertising Budget

INCOME

Lodging Tax Funds	\$8,990.00
Merchant co-op ad fees	\$750.00
Total Income	\$9,740.00

EXPENSES

Scenic WA ad cost, Camas portion	\$2,248.00	Full cost \$4495
Columbia River Gorge Magazine print ad cost	\$1,568.00	
Columbia River Gorge Magazine web ad cost	\$275.00	
Visit Vancouver WA ad cost, Camas portion	\$2,000.00	Full cost \$4000
Walking Map Regional Distribution & Printing	\$3,649.00	Full Cost \$5400. The DCA pays the additional \$1750
Total Expenses	\$9,740.00	

Dear Camas LTAC,

The DCA would like to apply for lodging tax dollars to help fund regional ads and marketing for 2024 in the:

- **Visit Vancouver Washington visitor’s guide, print and online**
- **Columbia Gorge to Mt Hood Visitor's Guide magazine and website**
- **Scenic WA, Scenic Road Trips Guide (print and online) plus social media, website, etc**
- **Downtown Camas walking maps for regional distribution**

Total Cost of regional ads/marketing for Camas: \$11,490 (\$15,748 incl. Washougal’s part)

Total request of Camas lodging tax funds for regional ads at this time is \$9,000.

Note: Graphic design cost for creation of digital ads was paid for by the DCA.

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 5 merchants (the hotel is included at no cost to them) and a website ad with the net cost to the DCA **\$1093** (total cost of ad is \$1650—discounted 5% to **\$1568** with early payment. This is a special negotiated nonprofit rate with the DCA—usual full page cost is \$3,275. Website ad is **\$275**).

- **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. They list all our events online.
- Includes [full page copy](#) in magazine about attractions and hidden gems in Camas.

Visit Vancouver WA Visitor Guide:

- The Visit Vancouver WA ad is a full page shared equally with Washougal Tourism and the DCA. The negotiated discounted cost to the DCA is **\$2000**
- **75,000** copies distributed annually plus [digital flipbook](#). See full media kit.

Scenic WA State:

Full page ad in Scenic Drives & Road Trips Guide (75,000 copies printed) shared with Washougal Tourism; and the [Camas Washougal page](#) on their tourism website:

- 2 featured 365WashingtonState FB posts each (211,000 followers) with analytics
- Exclusive e-newsletter campaign (45,000+ opt-in subscribers) with analytics
- Total cost **\$4,495 (\$2247.50 ea)**

Downtown Camas Walking Maps (visitor focused), regional distribution

- **\$2040** cost to Certified Folder Display for distribution of 12,000 maps throughout the Columbia Gorge, at the Portland airport and at Travel Portland Visitor Center
- **Map printing cost for regional distribution \$3360, hotel ad included on map at no cost to them. DCA covering additional \$1750 of the cost.**

All of the above are an important way to send out a call to action regionally to come to Downtown Camas and to stay! **It’s how we’re on the map!**



Filed
Secretary of State
State of Washington
Date Filed: 01/19/2024
Effective Date: 01/19/2024
UBI #: 602 890 278

Annual Report

BUSINESS INFORMATION

Business Name:

DOWNTOWN CAMAS ASSOCIATION

UBI Number:

602 890 278

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

216 NE 4TH AVE STE 102, CAMAS, WA, 98607-2170, UNITED STATES

Principal Office Mailing Address:

PO BOX 1034, CAMAS, WA, 98607-0034, UNITED STATES

Expiration Date:

01/31/2025

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/Registration Date:

01/12/2009

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE, THE DOWNTOWN CAMAS ASSOCIATION IS A 501C3 NONPROFIT ORGANIZATION WHOSE MISSION IS TO DEVELOP AND PROMOTE HISTORIC DOWNTOWN CAMAS BY CREATING A VIBRANT SOCIAL, CULTURAL AND ECONOMIC CENTER OF THE COMMUNITY WHILE EMPHASIZING PRESERVATION OF OUR CITY'S HISTORIC FEATURES.

NONPROFIT GROSS REVENUE CERTIFICATION

Per [RCW 24.03A.960](#) does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than \$500,000? - Yes

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **26-4019320**

REGISTERED AGENT [RCW 23.95.410](#)

Registered Agent Name	Street Address	Mailing Address
CARRIE SCHULSTAD	216 NE 4TH AVE STE 102, CAMAS, WA, 98607-2170, UNITED STATES	PO BOX 1034, CAMAS, WA, 98607, UNITED STATES

PRINCIPAL OFFICE

Phone:

3602167378

Email:

DIRECTOR@DOWNTOWNCAMAS.COM

Street Address:

216 NE 4TH AVE STE 102, CAMAS, WA, 98607-2170, USA

Mailing Address:

PO BOX 1034, CAMAS, WA, 98607-0034, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		CAROLINE	MERCURY
GOVERNOR	INDIVIDUAL		RANDY	CURTIS
GOVERNOR	INDIVIDUAL		SARAH	LAUGHLIN
GOVERNOR	INDIVIDUAL		DEBBI	REAVES
GOVERNOR	INDIVIDUAL		MARILYN	BOERKE

NATURE OF BUSINESS

- CHARITABLE
- THE DOWNTOWN CAMAS ASSOCIATION IS A 501C3 NONPROFIT ORGANIZATION WHOSE MISSION IS TO DEVELOP AND PROMOTE HISTORIC DOWNTOWN CAMAS BY CREATING A VIBRANT SOCIAL, CULTURAL AND ECONOMIC CENTER OF THE COMMUNITY WHILE EMPHASIZING PRESERVATION OF OUR CITY'S HISTORIC FEATURES.

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in [RCW 24.03A.075](#)? - **No**

REPORTING QUESTIONS

Has the Nonprofit Corporation filed an Amendment in the last year that changed one or more purposes of the corporation recorded in its initial Articles of Incorporation?

- **No**

Has the Nonprofit Corporation operated a significant program or activity that is different from:

- A program or activity that the Nonprofit has previously operated; and
- A program or activity described in the most recent application for recognition of exemption from federal tax income?

- **No**

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?

- **No**

2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?

- **No**

a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?

- **No**

3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?

- **No**

You **must** submit a Controlling Interest Transfer Return form if you answered "yes" to questions 1 **and** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:

CARRIE SCHULSTAD

Email:

DIRECTOR@DOWNTOWNCAMAS.COM

Address:

PO BOX 1034, CAMAS, WA, 98607-0034, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? - **No**

EMAIL OPT-IN

By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

AUTHORIZED PERSON

I am an authorized person.

Person Type:

ENTITY

First Name:

CARRIE

Last Name:

SCHULSTAD

Entity Name:

DOWNTOWN CAMAS ASSOCIATION

Title:

EXECUTIVE DIRECTOR

This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.



2024 Downtown Camas Association Board of Directors

Name	Phone	Email
Marilyn Boerke (2023), President (2024), City Council, Camas School District	(360) 798-3077	marilyn.boerke@camas.wednet.edu
Randy Curtis, Vice President, 2015 DCA Light Brigade, EV Committee Chair, Outreach Committee	(503) 931-2420	curtisrm@comcast.net
Sarah Laughlin, 2016, Secretary, Fuel Medical Group, EV Committee	(503) 789-8491	slaughlin@fuelmedical.com
Debbi Reaves, 2018, Board Treasurer Reaves & Co CPA PS; Outreach Comm.	(360) 907-0372	debbi@reavescpa.com
Caroline Mercury, Ex Officio, 2009 Retired GP, Design Committee Chair	(360) 771-2897	csmercury@outlook.com
Maria Gonser, 2016 Attic Gallery; Design Committee	(503) 888-3795	staff@atticgallery.com
Shawn Parker, 2023, Fuel Medical, Grains of Wrath; EV Committee	(612) 845-6010	sparker@fuelmedical.com
April Berlin, 2023, US Bank, CAG member	(503) 928-1480	aprilberlin1@gmail.com
Grant Gilson, 2023, Coastal Conservation Association Washington	(360) 241-3647	Grant.gilson12@gmail.com
Allie Janelle, 2023, Caffè Piccolo	(360) 356-6538	alliemakescoffee@gmail.com
Leslie Lewallen, City Council Liaison	(309) 363-9172	llewallen@cityofcamas.us
Jennifer Senescu, Chamber Liaison	(360) 609-7216	jennifer@cwchamber.com
Kelly O'Rourke, CSD Liaison	(702) 202-8123	kelly.orourke@camas.wednet.edu

Name	Phone	Email
Carrie Schulstad, Executive Director	(360) 904-0218	director@downtowncamas.com
Jan Carter, Marketing & Vol. Coordinator	(903) 816-1081	events@downtowncamas.com
Leah Nichelson, Event & Project Manager	(360) 953-1326	promotions@downtowncamas.com



downtown Camas

Historic Charm Awaits!

- 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.




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EST. 1973

421 NE Cedar
360.833.9747
www.atticgallery.com




Camas Boutique Hotel

On-site Restaurant & Bar. Pet & Eco-Friendly.
Complimentary A La Carte breakfast
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CAMAS CELLARS
WINE BAR & BOTTLE SHOP

Wine Bar & Bottle Shop
602 NE 3rd Ave
camascellars.com • 360.210.0171




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CAMAS WA

Award Winning Beer • Elevated Pub Food
230 NE 5th Ave
gowbeer.com • 360.210.5717




Tommy O's

Island Fusion Cuisine
Sushi • Craft Cocktails
401 NE 4th Ave • 360.833.0115



SWEET INTENTION
Gift Boutique

Gourmet Chocolate
Local Artists • Fun Gifts
218 NE 4th Ave • 360.226.5160

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- Wind River Publishing, LLC
 541-806-1436 -:- windriverpub@gmail.com
<https://columbiagorgetomthood.com>
facebook.com/columbiagorgetomthood
[Instagram@columbiagorgetomthood](https://instagram.com/columbiagorgetomthood)

Advertising Opportunity

2024 COLUMBIA RIVER GORGE VISITOR MAGAZINE AND WEBSITE

columbiagorgetomthood.com

Two States, Three Volcanoes and One Big River™
Oregon and Washington's Playground

The **Columbia River Gorge visitor 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 and airport car rental area, along with Travel Oregon welcome centers located throughout Oregon. 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 complete list of distribution sites, see page 2 of this media kit.

WEBSITE IS DOING GREAT!

The website, *columbiagorgetomthood.com*, promotes all there is to do and see! It is 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 offers ad space on the page that relates to your business for **\$275 for a year** if you advertise in the magazine. If you want to advertise on the website only, cost is \$400. The ad will consist of a logo or photo and a 50-75 word description of your business and a link to your website.

Since launching the website May 2020, we've had 156,236 unique visitors and 196,617 number of visits!

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- 541-806-1436
windriverpub@gmail.com -:- <https://columbiagorgetomthood.com>
facebook.com/columbiagorgetomthood -:- [Instagram@columbiagorgetomthood](https://instagram.com/columbiagorgetomthood)

Portland International Airport Visitor Center
PDX Car Rental Information Center

Astoria Warrenton Area 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
Roseberg Chamber of Commerce
Sisters Chamber of Commerce
Skamania County Chamber of Commerce
Springfield Chamber of Commerce
The Dalles Area Chamber of Commerce
Woodland Chamber of Commerce

City of Brownsville
Cascade Locks City Hall
Expore Troutdale Gateway to the Gorge Visitor Center
Port of Camas/ Washougal
Port of Cascade Locks

AAA of Springfield
AAA of Tacoma
AAA Vancouver
Ashland Welcome Center
Bend Visitor Center
Boardman Welcome Center
Bonneville Locks & Dam, OR and WA
Brookings Welcome Center
Columbia Gorge Sternwheeler Visitor Center
Coos Bay Visitor Center
Government Camp/Mt. Hood Rest Area
Grants Pass Visitor Center
Klamath Falls Welcome 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
Ontario Welcome Center
Oregon City Welcome Center
Oregon Convention Center
Pine Creek Visitor Center
Sage Center Boardman
Sandy Historical Society Visitor Center
Seaside Welcome Center
Sweet Home Visitor Center
The Dalles Dam Visitor Center
Travel Lane County
Travel Medford Visitor Center
Travel Oregon
Visit Bend Visitor Center
Yakima Valley Visitor Center
Bonneville Fish Hatchery

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

American Express Cruise Ship
Uncruise Adventures
Cascade Locks Historical Museum
Columbia Gorge Discovery Center
Columbia Gorge Interpretive Center
Fort Dalles Museum
Hood River History Museum
Maryhill Museum
Pearson Air Museum
Presby Museum
Sherman County Museum
Two Rivers Heritage Museum
WAAAM Museum

Arrive Vacation Rentals
Balch Hotel
B&Bs
Best Western Hood River Inn
Best Western Mt. Hood Inn
Best Western Plus Cascade Inn & Suites
Best Western Plus Columbia River Inn
Best Western Plus Parkersville Inn & Suites
Best Western Sandy Inn
Big Jims Drive In
Biggs Junction
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
Carson Ridge Luxury Cabins
Cascade Locks KOA
Cello Inn
Clock Tower Ales
Coffee Shops in the Gorge
Collins Lake Resort
Columbia Cliff Villas
Columbia Gorge Hotel
Columbia Gorge Riverside Lodge
Comfort Inn
Cooper Spur Resort
Cousins Country Inn
Dalles Inn
Dintys Motor Inn
Fairfield Inn
Fruit Stands
Government Camp Hotels, Shops, Pubs & Restaurants
Grand Central Travel Stop

Grand Lodge
Gunkell Orchards
Hampton Inn
Holiday Inn Express
Hood River Chevron
Hood River Hotel
Hood River Shops, Pubs and Restaurants
Huckleberry Inn
Kramers Market
Lone Pine Motel
Lyle Mercantile
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
Ponderosa Hotel
Pony Espresso
Praters Motel
Pure Stoke
Quality Inn & Suites
Rafting Companies
Riverview Lodge
Rock Creek Tavern
Rocky Hill Weddings and Events
Rodeway Inn
Ruby June Inn
Rufus Hillview Motel
RV Parks
Sandy River RV Park
Shell Station
Shilo Inn
Skamania Lodge
Skamania Store
Skunk Brothers Spirits
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
Timberlake Campground
Troutdale Shops and Restaurants
Tye Motel
Whispering Woods Resort
White Salmon shops, Pubs and Restaurants
Windsurfing Shops
Wineries

Testimonials

We have consistently advertised with Judy Bair and Wind River Publishing's publications and website since starting our business 13 years ago. Over the years, our business has benefited with continued growth as tourism has flourished throughout the National Scenic Area. We firmly believe that in our present age of digital media, having online presence is critical to the ongoing success of any business.

The website, columbiagorgetomhood.com, serves as an excellent resource for educating and entertaining both visitors and locals. We will continue to support Wind River Publishing's efforts to create and publish media which informs travelers, while also promoting conservation and sustainable tourism.

Martin & Christine, owner & operators of Martin's Gorge Tours

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

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 2024

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.

Please use this media kit to help plan your budget for 2024. 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.

Testimonials

I have been working with Judy and Wind River Publishing for several years. When she announced that she was creating a website, I was thrilled. The Gorge needed a dynamic and informative web presence for the entire region and <https://columbiatorgetomthood.com> does not disappoint. The website is a valuable investment for the Balch Hotel and we look forward to working with the site in the future.

Josiah Dean, Innkeeper / Balch Hotel / Dufur, Oregon

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 Toppel, Executive Director / Mt. Adams Chamber of Commerce

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

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair - 541-806-1436

windriverpub@gmail.com - <https://columbiatorgetomthood.com>

facebook.com/columbiatorgetomthood - Instagram@columbiatorgetomthood

COLUMBIA RIVER GORGE :: PRICE SHEET 2024

2024 Advertising Rates

Print Ads

- 5% discount for return clients
- 5% discount applied for pre-payments

One-Twelfth Page	\$ 725
One-Sixth Page	\$ 1325
One-Third Page	\$ 2225
Half Page	\$ 2750
Full Page	\$ 3275

Web Ad Space will consist of:

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

Website ad (with magazine ad): \$275
 Website only ad: \$400

**All prices are good 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

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 media kit to help plan your budget for 2024. 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.

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 - https://columbiagorgetomhood.com

facebook.com/columbiagorgetomhood - Instagram@columbiagorgetomhood

discover the delights OF CAMAS AND WASHOUGAL

HISTORIC CHARM AWAITS



NATURAL BEAUTY IN EVERY CORNER

KEEP DISCOVERING
WASHOUGAL
VISITWASHOUGAL.COM



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

Paid for in part by City of Camas.

Bordered by the Columbia and Washougal Rivers, the Washougal area is filled with many family friendly parks, hiking trails, businesses and neighborhoods. Come for hiking, birding, history, water sports and more and stick around for great dining, shopping and craft breweries.

Explore more at visitwashougal.com

Tourism support provided by City of Washougal hotel/motel tax funds.

2024 VANCOUVER WA TRAVEL MAGAZINE

Produced in partnership between
Visit Vancouver WA and Madden Media



Item 1.

VISIT VANCOUVER
WASHINGTON

MADDEN

Vancouver is really becoming a recognized place on the map, and we want to match that enthusiasm and visitor interest by expanding our target markets. The meetings industry, while the slowest to recover, is also poised for potential in 2024-25 with groups already booked to experience our wonderful city—each bringing in hundreds of new people to Vancouver in a two- to three-day period.

RATES & DATES »

DISTRIBUTION

- Visitor Centers throughout Oregon and Washington
- Along the I-5 corridor, at 30+ local hotels and on Washington State ferries in the South Sound
- Portland Airport and all Oregon Welcome Centers
- PLUS, the same digital version will be available with live links viewed

DELIVERABLES

Circulation – 75,000

2023 Digital Version –

<https://online.fliphtml5.com/nxcu/zpvx/#p=C1>

DEADLINES

Ad Close – Nov 17, 2023

Materials Due – Nov 27, 2023

Publication Date – March 2024

CONTACT



MICAELA STEVENS

ACCOUNT STRATEGIST

805-795-8214

mstevens@maddenmedia.com

FOR MATERIALS SPECIFICATIONS, PLEASE EMAIL:
materials@maddenmedia.com

PREMIUM POSITIONS

RATES

Item 1.

Back Cover	\$5,400
Inside Front Cover	\$4,895
Inside Back Cover	\$4,895

AD TYPE

RATES

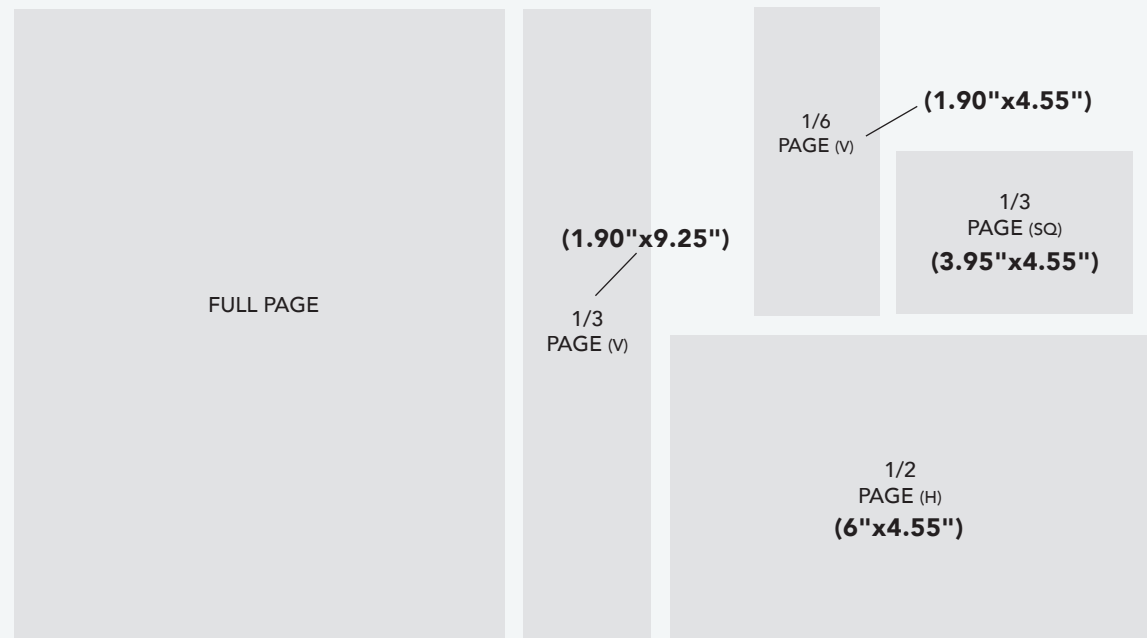
Full Page	\$4,425
1/2 Page	\$3,360
1/3 Page	\$2,080
1/6 Page	\$1,225

Ad Dimensions (Width X Height in Inches)

Live Area: 6" x 9.25" (Non-bleed option)

Trim: 7" x 10"

Bleed: Add .125" around all trim sides



Scenic Washington State

P.O. Box 564
Custer, Washington 98240
360-739-0701

Insertion Item 1. per

BILL TO: Downtown Camas Association P.O. Box 1034 Camas, WA 98607 360-216-7378	SHIP TO: Downtown Camas Association P.O. Box 1034 Camas, WA 98607
--	--

Product Name: ScenicWA-2024	Ad Due Date: Feb 28, 2024 05:00 PM
Status: Approved	Payment Due Date: Mar 21, 2024

S.No. Product Details	List Price	Discount	Total
1. 4-Mount Rainier Full Page Integrated Media	\$ 4,495.00	\$ 2,247.50	\$ 2,247.50
INCLUDES: • Full Page Display Ad - Scenic Drives & Roadtrip Guide • Four 365WashingtonState Facebook Features • ScenicWA.com Listing • Exclusive e-newsletter Campaign			
Sub Total			\$ 2,247.50
Adjustment			\$ 0.00
Grand Total			\$ 2,247.50

Comments: Full page shared with Washougal- 1/2 page each. Thank you for being an early bird:)

Client Approval by: Carrie Schulstad

Signature _____ **Date:** ____ / ____ / ____

Sales Representative: Audrey Fraggalosch 360-739-6881

Terms and Conditions

The applicant, acting through the undersigned, who represents that the applicant duly authorizes him or her, agrees to the payments stated above. The undersigned has read this application including the terms and conditions at the bottom of this application or on any attachments, and by his/her signature acknowledges the receipt of a copy of this application and agrees to the terms and conditions as stated. The applicant understands and agrees that this contract is subject to acceptance by Scenic365 LLC (Scenic Washington State) who are hereby authorized to obtain and verify credit references pursuant to the terms of this agreement.

All payments to Scenic365 LLC hereunder shall be made at their corporate headquarters address on this agreement unless otherwise mutually agreed upon in writing. A \$1.50 bookkeeping fee or a finance charge of 1.5% per month (18% per annum) whichever is highest will be placed monthly on accounts with balances over 30 days. In the event that the Advertiser listed on this application shall fail to make payment for same when due, and Scenic365 LLC hires an attorney or refers this account for collection, advertiser agrees to pay Scenic365 LLC's costs of collection, including attorney fees. Jurisdiction and venue for any action concerning this agreement, or the performance thereof, shall lie exclusively in Whatcom County Superior or District Court, Bellingham, Washington. This agreement cannot be cancelled.

PROOFING & LIABILITY FOR ERRORS. Responsibility for final proofing of all production and services provided by Scenic365 LLC or its agents lies with the Advertiser. Neither Scenic365 LLC nor any of its employees or sub-contractors will be held liable for any errors or omissions to typesetting, camera-ready art or other advertising services created on behalf of the Advertiser. Scenic365 LLC will not be held liable for any output errors from disks or electronic submission provided by the Advertiser or their agents. In the event of an error caused by Scenic365 LLC, the maximum liability is limited to the space cost of the display or listing cost as per this advertising insertion agreement.

SCENIC *Washington*

Item 1.

*Always take the
scenic route!*

2024 MEDIA KIT

Stoke your wanderlust for the open road!

We all enjoy the freedom and flexibility of driving and traveling any time of year and often in the spur-of-the-moment.

With so many Scenic Byways, Washington State offers some of the best road trips in the country! Our Scenic Byways Guide and Map, along with our social features, e-campaigns and website will help you connect with roadtrippers seeking adventure in the Pacific Northwest.



Visit us on the web

Explore road trip ideas, feature stories and an interactive map at www.scenicwa.com



Social

Follow us on Facebook and Instagram for daily travel inspiration! #scenicWA



Weekly E-newsletter

Subscribe to our newsletter for weekly travel inspirations at www.scenicwa.com/scenic-wa-subscription



Scenic WA Guidebook & Map

Get our Scenic WA Road Trip Guide & full-size WSDOT Road Map featuring 29 of Washington's Scenic Byways for **FREE!** Order at **877-260-2731**



Print Products

SCENIC BYWAYS & ROAD TRIPS GUIDE

This is our signature locally-curated pocket guide featuring photos, illustrated regional maps and stories from the road by our staff of Washington State insiders. We share the hidden gems that make Washington truly unique and take visitors along for the ride!

Distribution

- 75,000 copies printed
- 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 and guide packet
- Direct Mailed upon request
- Washington State Ferries

Integrated Print & Digital Ad Packages*

MOUNT RAINIER \$4,495

- Full page ad (4" x 9" trim; 3.333" x 8.297" live; add 0.25" 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%

MOUNT ADAMS \$2,495

- Half page ad (3.33" x 4") in Scenic Drives & Road Trips Travel Guide
- Three 365WashingtonState Facebook features annually
- ScenicWA.com listing

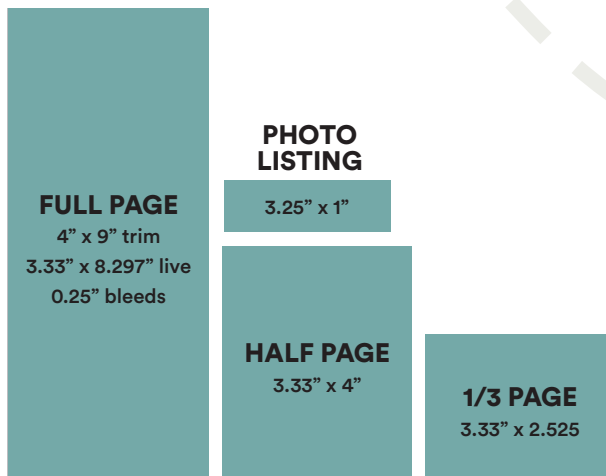
MOUNT BAKER \$1,495

- 1/3 page ad (3.33" x 2.525") in Scenic Drives & Road Trips Travel Guide
- Two 365WashingtonState Facebook features annually
- ScenicWA.com listing

PHOTO LISTING \$495

- 1.7" x 1.3" photo, contact info and a 20 word description
- ScenicWA.com listing

Guidebook Ad Sizing



WASHINGTON STATE SCENIC BYWAYS ROAD MAP

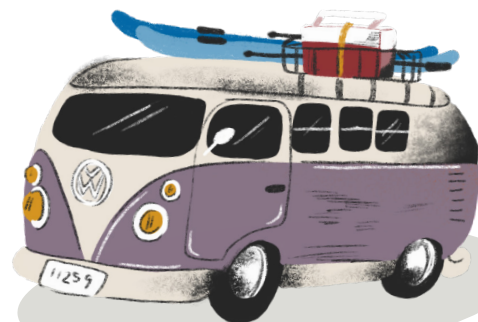
When all is lost... including you and your cell coverage... a good old fold-out paper road map is far and away the most valuable tool to have in your glove box—and also happens to be our most popular product at visitor centers throughout Washington and neighboring states! This official WSDOT map features all 29 of Washington’s Scenic Byways.

New Enhanced Distribution

- 150,000 copies printed
- In partnership with the WSDOT and State of Washington Tourism, our 2024 Scenic Byways Road Map will be direct mailed on request through stateofwatourism.com and from the Scenic Washington call center.
- Map will be distributed at visitor information centers throughout Washington & Oregon.

Map Ad Sizes & Pricing*

- Back Panel** (3.875" x 8.875", 0.5" bleed) **\$6,995**
- Inside Fold Panel** (3.875" x 8.875", 0.5" bleed) ... **\$5,995**
- Full Panel** (3.75" x 8.75") - 6 available **\$4,995**
- Half Panel** (3.75" x 4.25") - 10 available **\$3,495**
- Quarter Panel** (3.75" x 2") - 6 available **\$1,895**



* Custom ad design available as an add on at \$60/hr

Exciting new offering

Item 1.

Digital Products

ScenicWA.com Listing \$240

Suggested Road Trips and Itineraries 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)

Social Media Campaigns \$395

Sharing and engaging is what being social is all about! We have 205,000 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 20,000 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.

Exclusive Email Campaign \$798

Don’t really need a feature story? Ask about our custom exclusive email campaigns sent to 20,000 double opt-in subscribers!

Photo & Video Production*

Our experienced photography & videography team will spend two days in your area capturing images of locations you request. Select a photo only package, or add on a video to help tell the story of your destination.

Photo Package starting at \$2,000

Photo & Video Package starting at \$5,000

*custom packages available

Dates to Remember

Insertion order due date: **2/28/2024**

Camera ready art & copy due: **3/15/2024**

Ready for distribution in **May 2024**

Reserve your spot by **November 30, 2023** to take advantage of our Early bird offer.

One social media feature to our 205,000 followers – \$395 value!

Get in Touch!

For more information please contact:

AUDREY FRAGGALOSCH

audrey@ScenicWA.com
Direct 360-739-6881

JENNIFER COLEMAN

jennifer@ScenicWA.com
Direct 360-739-0701



Next Dough Neighbor
 Hand-made, gourmet doughnuts from scratch
 412 NE 4th Ave | 360-873-6844

A Beer at a Time
 Craft beer/cider taproom and public house
 216 NE 3rd Ave | 360.835.5200

Camas Gallery
 Artists of the Northwest
 408 NE 4th Ave | 360.817.2415

SMALL TOWN CHARM • SCENIC LAKES & TRAILS • 15 MINUTES TO AIRPORT

Sweet Intention Gift Boutique
 Local artists, gourmet chocolate, fun gifts
 218 NE 4th Ave | 360.226.5160

Hollywood Hits | Independent Flicks
 Exclusive World-Class Event Cinema Presentations
 315 NE 4th Ave | 360.859.9555 | camasliberty.com

Nuestra Mesa
 Authentic Mexican cuisine, beer, wine & cocktails
 228 NE 4th Ave | 360.210.5311

BOUQUINE SHOPPING & DINING • FAMILY & PET FRIENDLY • HISTORIC HOTEL

Hidden River Coffee Roasters
 Come and Find Your Hidden River!
 536 NE 5th Ave

Allure Boutique
 www.allure-boutique.com | 360.844.6532
 407 NE 4th Ave

Bookish
 Books for children, young adults and their families
 335 NE 5th Ave | 503.329.8449 | bookish.com



Visit Downtown Camas!

Relax and enjoy a day or weekend away from the hustle and bustle of busy life in historic, quaint *Downtown Camas*. Explore our beautiful tree lined streets filled with locally owned boutiques, delicious restaurants and pubs, and pampering salons. Enjoy a movie at our historic theatre, hike or bike at nearby Lacamas Lake, and complete your day in style and comfort at our award winning historic boutique hotel.

Located just 15 minutes from the Portland airport, between downtown Portland, Vancouver and the scenic Columbia River Gorge, Camas provides a convenient, yet friendly and authentic small town experience.

Visit www.DowntownCamas.com for self guided tours.

downtown Camas association
www.DowntownCamas.com

Camas Boutique Hotel
 Save 10% by booking directly
 405 NE 4th Ave | 360.834.5722 | camashotel.com



Downtown Camas Association
P.O. Box 1034, Camas, WA 98607 • 360.216.7378
www.downtowncamas.com



WALKING MAP



Printing: Minuteman Press • www.minuteman.com/us/locations/wa/camas
Graphic Design: Reed Creative • www.reedcreative.com



2023-2024

Experience Historic Downtown Camas
SHOPPING • DINING • SERVICES



All phone numbers are 360 area code unless otherwise marked. For a complete list of downtown events and businesses, see www.DowntownCamas.com

SHOPPING

- 4Ever Growing Kids children's consignment & toys...210-5351..... 64
- Allure Boutique women's fashion and accessories 844-6532..... 33
- Arktana women's shoes, clothing, accessories 210 4077..... 35
- Attic Gallery local art..... 833-9747..... 27
- Bookish Independent children's bookstore.....503-329-8449.....5
- Camas Antiques gifts, garden, home..... 834-4062..... 21
- Camas Bike & Sport bikes, accessories, service..... 210-5160..... 2
- Camas Gallery local art and gifts 817-2415..... 61
- Cozy Cottage clothing and home decor.....823-3646..... 23
- Juxtaposition furniture, home decor, gifts 834-1810..... 38
- Lily Boutique women's clothing, accessories 834-9215..... 15
- Lutz Hardware & Garden Center 834-2663..... 40
- Naturally Healthy Pet food, toys, treats 609-3505..... 57
- Navidi's Olive Oils & Vinegars..... 210-5921..... 59
- Papermaker Pride Camas & PNW fan gear and gifts 210-7513..... 26
- Periwinkle's Toy Shoppe toys, games, books.....954-5795..... 59A
- Poppy & Hawk home decor, artisan made goods 210-4463..... 13
- Runyan's Jewelers fine jewelry, gifts..... 834-2992..... 24
- Safeway..... 834-7933..... 76
- Sweet Intention Gift Boutique gifts for all ages 226-5160..... 46
- The Pink Room 210-7150..... 1
- The Soap Chest handmade soap and skin care 834-1212..... 8
- Truly Scrumptious boutique baking and treat shop.. 954-5679..... 14
- William & Son Jewelers fine jewelry, watches..... 210-5555..... 44

BEAUTY, HEALTH & WELLNESS

- All Therapeutic Massage 624-6990..... 72
- Blossom Natural Health and Wellness 834-2732..... 16
- Camas Barber Shop 834-2755..... 45
- Camas Yoga & Co yoga and retail 210-5897..... 23
- Jazzercise Camas 980-0022..... 7
- Keller Med Spa & Laser..... 823-0795..... 10
- LiveWell Camas yoga, retail..... 844-5715..... 17
- LUX Artistry Collective hair, makeup 450-1450..... 53
- Magic Scissors family hair salon..... 210-4783..... 19
- Mandi MOON Artistry certified makeup artist..... 798-8291..... 29
- Moonlight Aveda Salon hair, makeup, nails..... 844-6018..... 3
- Nico Bella Salon beauty salon, spa..... 834-1818..... 37
- Painless Ric's Tattoo Studio tattoo, piercing..... 834-3899..... 49
- Peace Yourself Together wellness center..... 834-0589..... 9
- Petal & Thorn Wellness naturopath and apothecary 210-7226..... 18A
- Phayson SkinCare 449-2609..... 37
- Salon 904 hair salon..... 335-4110..... 77
- Salon Onyx hair salon 277-7900..... 30
- Simply Divine Beauty Studio skincare, lashes 834-1886..... 47
- The Nail Evolution Salon-Shop 833-3575..... 51

- The Wild Hair beauty salon..... 834-1010..... 29
- Urban Style Salon & Day Spa hair, nails..... 844-6061..... 12
- Wintzer Acupuncture 851-4268..... 28

DINING

- A Beer at a Time craft beer, pub food 835-5200..... 69
- Adams Street Bar & Grill beer, wine, pub food 833-1920..... 42
- Birch Street Uptown Lounge classic cocktails & more 210-7219..... 50
- Burgerville burgers, shakes 834-3289..... 73
- Caffe Piccolo espresso, pastries, paninis 834-7044..... 60
- Camas Cellars wine bar, wine club, events..... 925-323-1483.....75
- Camas Thai Cuisine 833-1175..... 20
- Caps N' Taps craft beer taproom & bottle shop..... 210-7244..... 25
- Cedar Street Bagel Company fresh bagels, sandwiches 844-6225..... 58
- Dairy Queen ice cream, burgers..... 834-2171..... 65
- Feast 316 steak, seafood, cocktails..... 210-7498..... 66
- Giatti's Speakeasy see Salud staff for password70
- Grains of Wrath craft brew, gastropub 210-5717..... 18
- Hidden River Roasters coffee & custom roasts..... 41
- Kop Chai Thai cuisine..... 834-5287..... 56
- Los Jalapeños Mexican cuisine..... 834-5856..... 52
- Mill Tavern beer, wine, pub food 833-0474..... 43
- Natalia's Café corner café, breakfast and lunch 844-5968..... 39
- Natalia's Malt Shop retro diner and ice cream 844-5968..... 39
- Next Dough Neighbor fresh made doughnuts ..360-87-DOUGH..... 62
- Nuestra Mesa Mexican cuisine..... 210-5311..... 48
- Salud Wine Bar ~ Italian Dining ~ Wine Storage..... 787-2583..... 70
- Squeeze & Grind coffees, smoothies 833-2404..... 4
- Subway sandwiches, soup 834-0210..... 74
- The Sushi Joint 210-4155..... 67
- Tommy O's at the Camas Hotel 833-0115..... 31

RECREATION, LODGING & INFO

- Camas Bike & Sport trail info and rentals 210-5160..... 6
- Camas Boutique Hotel complimentary breakfast 834-5722..... 32
- Camas Parks & Recreation 834-5307.....
- Camas-Washougal Chamber of Commerce
Visitor Information..... 834-2472..... 63
- Dance Evolution Zumba & dance 818-1695..... 68
- Downtown Camas Association 216-7378..... 45A
- Elida Art Studio art classes, gallery, art tours..... 904-8467..... 9A
- Liberty Theatre movies and specialty films 859-9555..... 22
- Sweetwater SUP/Kayak Rentals
seasonal at Lacamas Lake..... 609-1212.....
- Two Rivers Heritage Museum, Camas and Washougal History
1 Durgan St, Washougal 835-8742.....
- Universal Jiu Jitsu & Martial Arts 210-4588..... 11
- VEGA & Virtuosity Gymnastics and Dance 834-7424..... 71

SERVICES

- AUTO**
- Camas Mart and Gas Station 834-5966..... 4A
- Phill Kassab's Auto Repair 635-7725..... 2C
- Shell Gas Station 834-2357..... 4D
- FINANCIAL**
- Country Financial 258-2670..... 4A
- DePonceau & Associates, CPA and Business Advisors..... 844-6338..... 6D
- Edward Jones 834-9713..... 3B
- Granite Mortgage..... 771-4030..... 3D
- H&R Block 834-5880..... 5E
- IQ Credit Union..... 695-3441..... 4A
- Lacamas Financial Services..... 834-6470..... 5D
- Paulson, Dyra & Co., CPAs..... 834-4911..... 3F
- Riverview Community Bank 834-9997..... 5C
- U.S. Bank..... 834-2089..... 3A
- HEALTH**
- Bluebird Counseling 541-490-1786..... 2E
- Brester Dentistry 834-2182..... 1C
- Camas Hearing Clinic 833-0609..... 2E
- Camas Natural Health & Wellness chiropractic, massage..... 834-5733..... 2B
- Camas Vision Centre 834-2063..... 3A
- Clover Podiatry foot & ankle specialists 450-6644..... 1C
- Columbia Chiropractic chiropractic, massage..... 834-7300..... 3C
- Darling Chiropractic & Massage 834-5126..... 2B
- Design Dentistry, Aaron Rinta DMD 834-4990..... 2D
- Doula My Soul, Bryna Hayden 545-3356..... 2E
- Dr. Jennifer Stebbing, DO musculoskeletal & sports medicine..... 258-1746..... 5E
- Healing Sage Acupuncture & Herbal Clinic 798-7132..... 2B
- Vancouver Vision Clinic 834-4802..... 1B
- INSURANCE**
- Farmer's Insurance Shanahan 833-8333 E of 5F
- State Farm Insurance Julia Lo 256-4995..... 4A
- True Insurance Inc 276-1001..... 4D
- LEGAL**
- Hazen, Hess & Ott, PLLC..... 834-7957..... 3F
- Knapp, Odell, MacPherson Attorneys 834-4611..... 3E
- Posner Law Office, P.C. 524-4767..... 5D
- The Vern McCray Law Firm 834-6262..... 3D
- OTHER**
- 411 Art Collective..... 980-2413..... 3C
- Brown's Funeral Home 834-3692E. of 3F
- Cascade Hasson Sotheby's International Realty 419-5600..... 4C
- Camas Power Equipment 834-5355..... 4E
- Camas Technology Specialists 834-7942..... 4C
- Clothes Encounters custom alterations..... 831-1300..... 3C
- Columbia Cascade 800-547-1940..... 4F
- Coventry Gardens of London florist 254-4648.....
- Donna Roberts Group eXp Realty 521-5478..... 2C
- Evolutions Preschool 608-8387 E of 3F
- Fuel Medical Group business resources..... 210-5658..... 4B
- Georgia Pacific Corporation 834-3021W. of 3A
- Imperial Cleaners..... 834-3642..... 3B
- Journey Church 834-0700..... 4B
- Lara Blair Photography..... 980-2413..... 3C
- Lewallen Architecture, LLC 844-6002..... B4
- Minuteman Press 834-4662..... 2B
- More Realty 727-1077..... 4D
- Music & Arts Academy 503-807-3038E. of 5F
- Opus School of Music 833-9604..... 6F
- Proactive Network Technologies 326-6461..... 3F
- Salon 9A04 335-4110 E of 5F
- Seth Michael Psychic/Medium 980-1411..... 3C
- Straub's Funeral Home 834-4563..... 4B
- Windermere Crest Realty 834-3344..... 4C
- Wise Move Real Estate..... 986-5700..... 3B
- Zion Lutheran Church 834-4201 E of 4F



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 7,843.00		
Organization/Agency Name *	Camas-Washougal Chamber of Commerce		
Federal Tax ID Number (EIN)	910,163,285		
Event or Activity Name *	Camas Days		
Contact Name and Title *	Jennifer Senescu, Executive Director		
Mailing Address *	Street Address		
	422 NE 4th Avenue		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	United States	
Phone *	entry format example 123-456-7890		
	360-834-2472		
Email *	jennifer@cwchamber.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

Camas Days - 2-day community event in downtown Camas featuring 120 vendors, Grand Parade, Kid's Parade, Kid's Street, Food Court, Beer-Wine Garden with live music, and bathtub races.

Projected Attendance/Population Reached

Total # Attendees 14-16K

Item 1.

# Traveling 50+ mi.	2,500
# Traveling from out-of-state	1,500
# Overnight in paid accomm.	Hotels are full
# Overnight in unpaid accomm.	Unknown
# of Lodging Nights	2

Methodology to be used to capture attendance *

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Marketing Budget 2024.pdf	170.71KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Marketing Budget 2024.pdf	170.71KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	23-24 Roster.pdf	74.87KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations
- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification *

I Acknowledge that all the information submitted in this application is accurate and true

Signature *

Jennifer Senescu

Date

auto-captured by form
4/29/2024



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 2,860.50		
Organization/Agency Name *	Camas-Washougal Chamber of Commerce		
Federal Tax ID Number (EIN)	910,163,285		
Event or Activity Name *	Camas-Washougal Map Update		
Contact Name and Title *	Jennifer Senescu, Executive Director		
Mailing Address *	Street Address		
	422 NE 4th Avenue		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	United States	
Phone *	entry format example 123-456-7890		
	360-834-2472		
Email *	jennifer@cwchamber.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

Updating of the Camas-Washougal Map.

These maps are distributed throughout Camas and Washougal. They are included in relocation packets, are in both City Halls, the Camas-Washougal Port, real estate offices, the Camas Library, gas stations, hotels, the Camas-Washougal Chamber of Commerce / Visitor's Center, and other chamber offices.

We have secured one-half of these funds from Washougal Hotel Lodging Tax and are requesting the other half from Camas Hotel Lodging Tax.

This is the only comprehensive map of Camas and Washougal that is produced.

Projected Attendance/Population Reached

Total # Attendees

Traveling 50+ mi.

Traveling from out-of-state

Overnight in paid accomm.

Overnight in unpaid accomm.

of Lodging Nights

Methodology to be used to capture attendance *

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
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- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

4,000 maps are produced and distributed.

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Map Budget 2024.pdf JPG, PDF, TIF	166.63KB
Description (explaining how you intend to use funds) *	Map Budget 2024.pdf JPG, PDF, TIF	166.63KB
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	23-24 Roster.pdf JPG, PDF, TIF	74.87KB
Brochures or Other Information Showing Tourism Promotion Efforts	Map Layout final draft.pdf JPG, PDF, TIF	5.76MB

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

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 - Direct Count
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 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

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- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
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Certification *

I Acknowledge that all the information submitted in this application is accurate and true

Signature *

Jennifer Senescu

Date

auto-captured by form
4/29/2024



Lodging Tax Fund Application

The Camas-Washougal Chamber of Commerce (CWCC) is requesting \$2,860.50 from this fund for the updating of the Camas-Washougal Map.

These maps are distributed throughout Camas and Washougal. They are included in relocation packets, are in both City Halls, the Camas-Washougal Port, real estate offices, the Camas Library, gas stations, hotels, the Camas-Washougal Chamber of Commerce / Visitor’s Center, and other chamber offices.

The request is to offset the following costs:

Map Layout – Reed Creative	\$3,250
Map Printing	\$2,265
Map Store – GIS	\$ <u>206</u>
Total:	\$5,721

We have secured one-half of these funds from Washougal Hotel Lodging Tax and are requesting the other half from Camas Hotel Lodging Tax.

This is the only comprehensive map of Camas and Washougal that is produced. I am attaching the map that was done in 2021.

Respectfully,

Jennifer Senescu
 Executive Director
 422 NE 4th Avenue
 Camas, WA 98607
 (360) 834-2472
 jennifer@cwchamber.com



Lodging Tax Fund Application

The Camas-Washougal Chamber of Commerce (CWCC) is requesting \$2,860.50 from this fund for the updating of the Camas-Washougal Map.

These maps are distributed throughout Camas and Washougal. They are included in relocation packets, are in both City Halls, the Camas-Washougal Port, real estate offices, the Camas Library, gas stations, hotels, the Camas-Washougal Chamber of Commerce / Visitor’s Center, and other chamber offices.

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Respectfully,

Jennifer Senescu
 Executive Director
 422 NE 4th Avenue
 Camas, WA 98607
 (360) 834-2472
 jennifer@cwchamber.com

2023-2024
 Camas-Washougal Chamber of Commerce
 Board of Directors Roster

Immediate Past President

Vacant

President

Hung Tran
 True Insurance
 510 NE 4th Avenue
 Camas, WA 98607
 (360) 723-5595 htran@trueinsuranceinc.com

First Vice President

Liz Pike
 Shangri La Farm
 26300 NE 3rd Street
 Camas, WA 98607
 (360) 281-8720 pikeadvertising@comcast.net

Second Vice President

Erica Slothower
 Natalia's Cafe
 437 NE 4th Avenue
 Camas, WA 98607
 (360) 947-4727 ericaslothower@gmail.com

Treasurer

Cherri Peterson
 PNW Financial Concierge
 3242 NE 3rd Avenue, #373
 Camas, WA 98607
 cpeterson@pnwfinancialconcierge.com

Secretary

Jennifer Senescu

Camas City Council Liaison

Leslie Lewallen (Tim Hein -Alternate)
 PO Box 1055
 Camas, WA 98607
 (360) 784-4378 llewallen@cityofcamas.us

Washougal City Council Liaison

Ernie Suggs
 Washougal City Council
 1701 C Street
 Washougal, WA 98671
ernie.suggs@cityofwashougal.us
Erniejune65@gmail.com

Director

Robert Barber
 Edward Jones
 415 NE Cedar Street, Suite A
 Camas, WA 98607
Rbarber626@gmail.com

Director

Melissa Asbury
 NW Adhesives
 4325 S. Lincoln
 Washougal, WA 98671
melissa@northwestadhesives.com

Director

Luke Shanahan
 Farmers Insurance
 934 NE 3rd Avenue
 Camas, WA 98607
luke@shanahanagency.com

Director

Ken Cline
 Riverview Bank
 450 NE 3rd Avenue
 Camas, WA 98607
kencline@riverviewbank.com

Director

Ray Deal
 Leak Seal Roofing
 2518 NE 252nd Avenue
 Camas, WA 98607
nay@leaksealroofing.com

Director

Amy Reynolds
 Columbia Chiropractic
 428 NE 4th Avenue
 Camas, WA 98607
 (503) 490-6158 dramy@mycamaschiro.com

Director

Tamber Belshaw
 Belco Virtual Solutions
 510 NE 4th Avenue
 Camas, WA 98607
 (360) 798-0034 tbelshaw@belcovirtual.solutions

Downtown Camas Association Liaison

Caroline Mercury
 5815 NW 165th Way
 Ridgefield, WA 98642
 (360) 771-2897 csmercury@outlook.com

Washougal Business Association Liaison

David Stuebe
 Washougal City Council
 1701 C Street
 Washougal, WA 98671
 (360) 835-7448 david.stuebe@cityofwashougal.us

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Camas-Washougal Map

2021

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USAF Retired, CFI

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Lisa Le

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lisa@lisaleproperties.com

Points of Interest

Major events in Camas and Washougal can be found at the event page cwchamber.com

Downtown Camas centers around a unique tree-lined core on NE 4th Avenue.

Downtown Washougal and Reflection Plaza in the city center.

Lacamas Lake & Camas Lily Fields offer beauty, hiking, boating and more!

The Pendleton Woolen Mills has been in operation since 1911 and has a factory outlet store.

The Two Rivers Heritage Museum has over 6000 photos and 200 oral histories, including those of pioneering families.

The Port of Camas/Washougal Marina offers a boat launch, recreation, a park, historical information and events.

At Steamboat Landing, stroll on a floating boardwalk that leads to an elevated observation deck with views of the Columbia River, Mt. Hood and Oregon.

Steigewald Lake National Wildlife Refuge is located adjacent to Washougal, on 1,049 acres of former Columbia River flood plain.

Captain William Clark Park at Cottonwood Beach is where the Corps of Discovery camped for six days while on their journey through this area in 1806.

Be on the lookout for artistic murals throughout both Camas and Washougal.

cwchamber.com

WASHOUGAL MAP

Legend

- Public Buildings: Public Buildings, Post Office
- Emergency Services: Sheriff, Police
- Public School: Public School
- Private School: Private School
- Park Land: Park Land
- City Boundary: City Boundary
- Urban Growth Area Boundary: Urban Growth Area Boundary

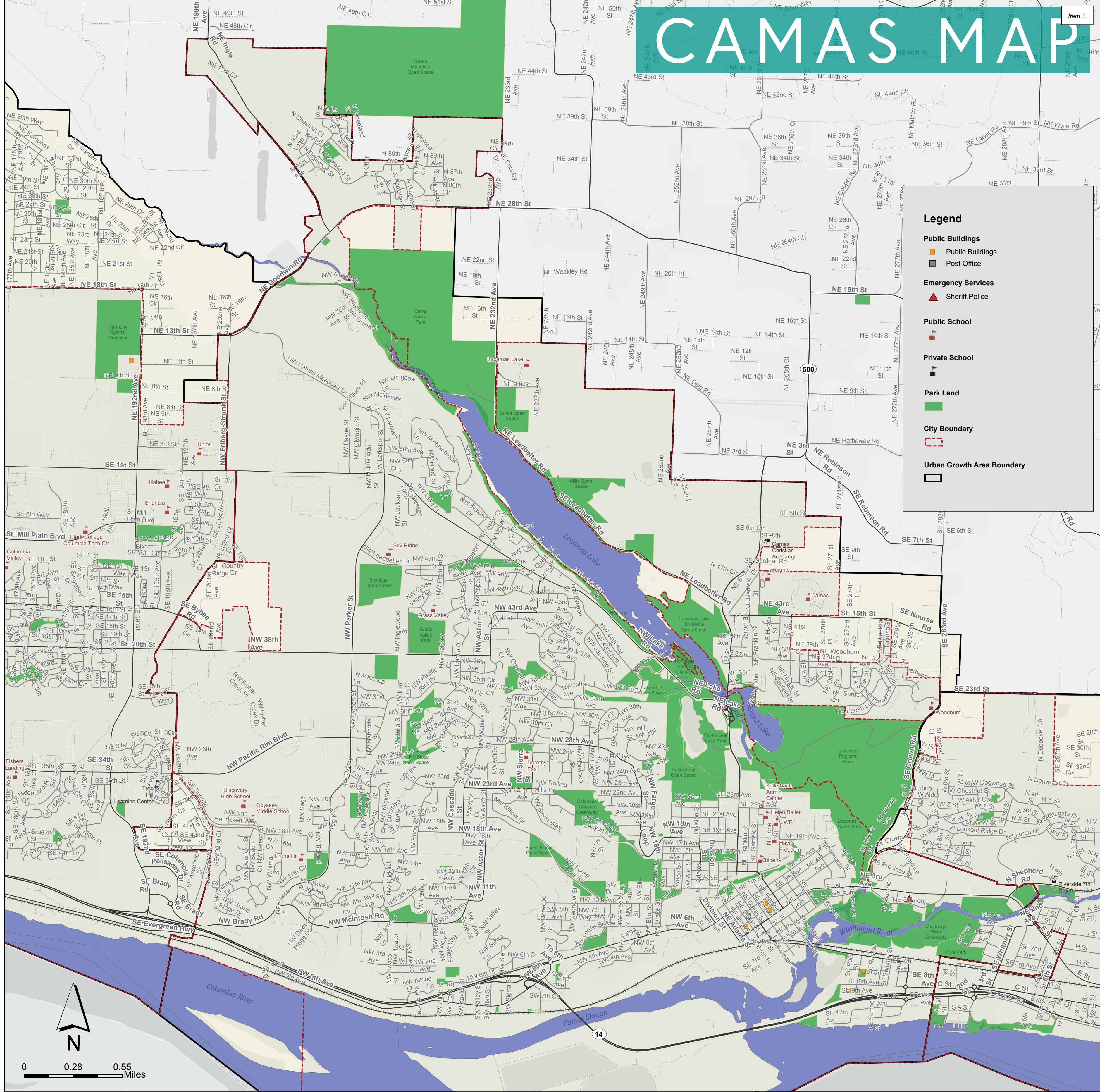
Find us on

Find info on cwchamber.com & Hot Deals Online at Member Businesses, Events Calendar, First Fridays • Farmers Markets • Camas Days • Community Events

CAMAS MAP

Item 1.

Camas and Washougal are side-by-side cities located on the Columbia River in Southwest Washington. Often referred to as Washington's "Gateway to the Gorge," Camas and Washougal are full of great recreational, cultural, shopping & dining opportunities for couples and families alike. While Camas embodies a historic downtown core, the main square of Washougal is modern and breathtaking. Spend a day, spend a week!



Legend

- Public Buildings**
 - Public Buildings (Yellow square)
 - Post Office (Black square)
- Emergency Services**
 - Sheriff/Police (Red triangle)
- Public School**
 - Public School (Red square)
- Private School**
 - Private School (Black square)
- Park Land**
 - Park Land (Green square)
- City Boundary**
 - City Boundary (Red dashed line)
- Urban Growth Area Boundary**
 - Urban Growth Area Boundary (Black solid line)

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EXECUTIVE DIRECTOR
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Vancouver, WA 98660
schwabe.com

49



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 5,000.00		
Organization/Agency Name *	Why Community		
Federal Tax ID Number (EIN)	820,601,374		
Event or Activity Name *	Santa's Holiday Hustle		
Contact Name and Title *	Sherri McMillan, President		
Mailing Address *	Street Address		
	1011 Broadway		
	Address Line 2		
	City	State / Province / Region	
	Vancouver	WA	
	Postal / Zip Code	Country	
	98660	USA	
Phone *	entry format example 123-456-7890		
	360-798-4744		
Email *	sherri@nwpersonaltraining.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

A holiday-themed 5K run/walk with a mission to get families active, spread holiday cheer, and highlight the beautiful community of Camas WA

In 2023, we have 778 participants that completed the race. In addition, we provided complimentary race entries to 154 kids to make it a wonderful family event.

It is also a fundraising event for local schools, clubs, teams and Exchange Rehabilitation.

Last year, we had athletes travel to do the event from 8 states and 2 countries (USA and Canada). The average percentage of our participants traveling from out of state or more than 50 miles is on average 25% making this a great event to support Tourism.

Our goal is to bring family friendly events into communities that offer people the chance to be active and have fun. We have the database and the ability to advertise this event to a number of people who may have not been to Camas or heard of the area before.

Economic Impact:

The economic impact for events similar to Santa's Holiday Hustle calculate an economic impact of \$313/athlete. For our 2024 event with a goal of 1000 participants that would equate to an economic impact of \$313,000.

Many athletes who are introduced to an area like Camas with so many parks and trails will continue to return to on a regular basis to go for runs and eat out. The majority of this event weekend and residual spending includes food and beverage, lodging, retail shopping, entertainment, race registration and miscellaneous spending.

We can increase the economic impact of this event by having the funds to market outside of our local area to attract more out-of-region

participants who will need to spend funds on accommodations and food. By marketing our event throughout Seattle, Bend, Spokane, Boise, and Eugene and other large markets outside of our direct region and encouraging these athletes to come to Camas for a fun, festive weekend, we can significantly increase the spending in our area.

Projected Attendance/Population Reached

Total # Attendees	1000
# Traveling 50+ mi.	250
# Traveling from out-of-state	125
# Overnight in paid accomm.	250
# Overnight in unpaid accomm.	750
# of Lodging Nights	250

Methodology to be used to capture attendance *

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Budget Santa's Holiday Hustle ...	167.12KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Santas Holiday Hustle Descript...	89.36KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	WHY Community Filed Articles ...	514.23KB
	JPG, PDF, TIF	
Organizations Board Members List	Board of Directors 2024 Why C...	317.92KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	Santas Posse brochure 2021 1...	5.06MB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations

- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification *

I Acknowledge that all the information submitted in this application is accurate and true

Signature *

Sherri McMillan

Date

auto-captured by form
4/5/2024

Description – How funds will be used for Santa’s Holiday Hustle:

Our goal is to bring family friendly events into communities that offer people the chance to be active and have fun. We have events all over the PNW and as the largest Running and Multi-Sport company in our area we have the ability to advertise this event to a number of people who may have not been to Camas or heard of the area before.

Running events such as Santa’s Holiday Hustle in our region have calculated an economic impact of \$313/athlete. Our athletes will eat, shop, buy gas and stay in local hotels for the weekend. For our 2024 event, that would equate to an economic impact of \$313,000 with 1000 athletes. This figure doesn’t even include the economic impact for spectators.

The majority of this spending includes food and beverage, lodging, retail shopping, entertainment, event registration and miscellaneous spending.

We can increase the economic impact of this event by having the funds to market outside of our local area to continue to attract more out-of-region participants who will need to spend funds on accommodations and food. By marketing our event throughout Seattle, Bend, Spokane, Boise, Eugene and other large markets outside of our direct region, we can significantly increase the spending in our area.

We will use funds to provide complimentary free race entries to kids 12 and under which will attract athletes from all over the region and to help promote our event in the following way and attract participants from all over the Pacific Northwest:

- Posters and rack cards throughout Oregon and Washington
- Emailing to our online database. Over 100,000 reach weekly
- Promote at other race event expos across the Pacific NW
- Social media – Facebook, Instagram, Youtube – 15,000 followers and a monthly reach of over 60,000
- Posting to regional and national online running event calendars and press releases to local, regional and national running and active publications
- SWAG that promotes the event and the City of Camas including event tshirts, medals etc
- Digital & Social Media Advertising – aggressive Facebook campaign
- Aligning with our beneficiaries

Although this event happens over a weekend, the marketing and tourism impact for the City of Camas happens throughout the entire year. The return on investment is significant as indicative by our ongoing relationships with multiple communities around the Pacific Northwest. They recognize that our events bring people to their communities and that has a direct and massive economic impact during race weekend and continues throughout the entire year.



SANTA'S POSSE 5K

December 19, 2021

NOW IN
CAMAS!

#WHYSANTASPOSSE • 5K • #WEAREBETTERTOGETHER



REGISTER & DETAILS AT

WHYRACINGEVENTS.COM

- Make a new Family Tradition in Downtown Camas!
- \$1 of every registration goes to Clark County Sheriff's Santa's Posse
 - Kids 12 and under race for FREE
 - Ages 13-17 race for 50% OFF!
- Santa's Posse collects and distributes toys and food to make a special Christmas holiday season for less fortunate families in Clark County. Last year, Santa's Posse helped 1000 families and provided Christmas for over 3,400 children in our community.



COOL SWAG!



Santa Suits with Santa's Jacket, Pants, Hat and Beard for everyone!







THANK YOU TO OUR GENEROUS SPONSORS



BENEFICIARIES



Why Community Board of Directors

	<p>Sherri McMillan - President Master's Degree in Exercise Science Fitness Professional 30+ years Race Director 15+ years Author and Award-winning International Fitness Presenter</p>
	<p>Wendy Hull – Secretary Administrative Officer for Federal Government Transportation Department for 26 years Business Owner</p>
	<p>Tamara Fuller – Board Member Corporate Real Estate – 22+ years Greater Vancouver Chamber of Commerce Board Member 2007-Current; Chair of the Board 2020-2021 and 2021-2023 The Rotary Club of Greater Clark County 2001-2012 SW Washington Junior Achievement Advisory Council 2007-2009</p>
	<p>Frank Goulard – Board Member</p> <ul style="list-style-type: none"> • BS Statistics, BPE Education, MS Education • Math Faculty – Portland Community College since 1981 • Oregon Higher Education Coordinating Commission (HECC) commissioner since 2013 • Race Director Multi-Sports Events and Triathlon Club President 1983-1994 • Age group Triathlete/Runner since 1967
	<p>Dan Donovan – Board Member</p> <ul style="list-style-type: none"> • Director - Federal Highway • Wisconsin native • Civil Engineering – University of Wisconsin • Iowa state university • Lifelong runner
	<p>Jim West – Board Member</p> <ul style="list-style-type: none"> • Licensed Commercial Real Estate Broker at Jim West Commercial Real Estate • Studied Economics at Willamette University • Rotary Club Board Member • Stroke Survivor • Lifelong runner, triathlete & hiker

UNITED STATES OF AMERICA

The State of



Washington

Secretary of State

I, **KIM WYMAN**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

WHY COMMUNITY

a/an WA Non-Profit Corporation. Charter documents are effective on the date indicated below.

Date: 2/14/2017

UBI Number: 604-091-517



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Kim Wyman, Secretary of State

Date Issued: 2/16/2017

02/14/17 3381509-
002
\$80.00 R
tid: 3433825
604 091 517

**ARTICLES OF INCORPORATION
OF
WHY COMMUNITY**

The undersigned individual, acting as incorporator under Chapter 24.03 RCW, or the Washington Nonprofit Corporation Act (the "Act"), adopts the following Articles of Incorporation.

ARTICLE I – NAME

The name of the corporation is WHY Community.

ARTICLE II – PERIOD OF DURATION

The period of duration of the Corporation is perpetual.

ARTICLE III – PURPOSE

The corporation is a public benefit corporation. It is organized and must be operated exclusively for educational and cultural purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future Federal tax code. The Corporation's purpose is to help provide opportunities for low income or disadvantaged individuals to train for and participate in community racing and athletic events.

ARTICLE IV – FEDERAL INCOME TAX EXEMPT ACTIVITIES

Notwithstanding any other provision of these Articles of Incorporation, the corporation may not carry on any activities not permitted to be carried on (a) by a corporation exempt from federal income taxation under IRC §501(c)(3) and (b) by a corporation, contributions to which are deductible under IRC §§170(c)(2), 2055(a)(2), and 2522(a)(2). No part of the net earnings of the corporation may inure to the benefit of any private shareholder or individual. No substantial part of the activities of the corporation may consist of carrying on propaganda, or otherwise attempting, to influence legislation, except as may be permitted under IRC §501(h), and the corporation will not participate in, or intervene in (including publishing or distributing statements), any political campaign on behalf of or in opposition to any candidate for public office.

ARTICLE VI – DISTRIBUTION AT DISSOLUTION

Upon the dissolution or final liquidation of the corporation, and after the payment or provision for payment of all the liabilities of the corporation, the remaining assets of the corporation will be distributed to such organization or organizations that are then described in IRC §§501(c)(3), 170(c)(2), 2055(a)(2), and 2522(a)(2) and/or to the United States or any state for exclusively public purposes as the board of directors determines.

ARTICLE VII – NON-MEMBER ORGANIZATION

The corporation will not have members.

ARTICLE VIII – DIRECTORS

The names and addresses of the initial directors of the corporation are:

<p>Sherri McMillan</p>	<p>1011 Broadway Vancouver, WA 98660</p>
------------------------	--

The incorporator has obtained the consent of all directors named to serve. All directors of the corporation other than the initial directors will be elected at the time, in the manner, and for the terms to be set forth in the corporation's bylaws.

ARTICLE IX – LIMITATION OF DIRECTOR AND OFFICER LIABILITY

No director or uncompensated officer will be personally liable to the corporation for monetary damages for conduct as a director or an officer unless the Washington Nonprofit Corporation Act prohibits eliminating or limiting the liability of a director or an officer for the particular act or omission. No amendment to the Washington Nonprofit Corporation Act that further limits the acts or omissions for which elimination of liability is permitted will affect the liability of a director or an officer for any act or omission that occurs before the effective date of the amendment.

ARTICLE X – INDEMNIFICATION OF DIRECTORS AND OFFICERS

The corporation will indemnify to the fullest extent specifically authorized by the Act any current or former director or officer of the corporation who is made, or threatened to be made, a party to an action, suit, or proceeding, whether civil, criminal, administrative, investigative, or otherwise (including an action, suit, or proceeding by or in the right of the corporation), by reason of the fact that the person is or was a director or officer of the corporation. The corporation will pay for or reimburse the reasonable expenses incurred by any such current or former director or officer in any such proceeding in advance of the final disposition of the proceeding if the person sets forth in writing (a) the person's good-faith belief that the person is entitled to indemnification under this Article and (b) the person's agreement to repay all advances if it is ultimately determined that the person is not entitled to indemnification under this Article. No amendment to this Article that limits the corporation's obligation to indemnify any person will have any effect on such obligation for any act or omission that occurs before the later of the effective date of the amendment or the date notice of the amendment is given to the person. This Article will not be deemed exclusive of any other provisions for indemnification or advancement of expenses of directors, officers, employees, agents, and fiduciaries that may be included in any statute, bylaw, agreement, general or specific action of the board of directors, vote of the members, or other document or arrangement.

ARTICLE XI – REFERENCES

All references in these Articles of Incorporation to sections of the Internal Revenue Code of 1986, as amended, or the Act will be deemed to refer also to the corresponding provisions of any future federal tax or Washington nonprofit corporation laws.

ARTICLE XII – REGISTERED AGENT

The address of the corporation’s initial registered office and the name of its initial registered agent at that location are:


Horenstein Law Group PLLC 500 Broadway, Suite 120
Vancouver, WA 98660

ARTICLE XIII – INCORPORATOR

The name and address of the incorporator are:

Sherri McMillan 1011 Broadway
Vancouver, WA 98660

DATED: February 13, 2017.



SHERRI MCMILLAN
Incorporator

PERSON TO CONTACT ABOUT THIS FILING:

Josaundra Hansen
Tel (360) 696-4100
Fax (360) 696-5859

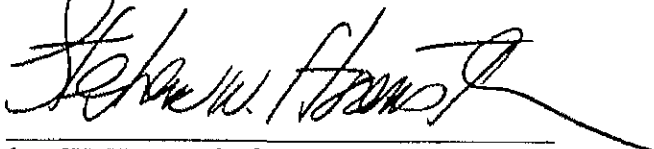
CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, Horenstein Law Group, PLLC, hereby consent to serve as Registered Agent in the State of Washington for WHY Community.

I understand that as agent for the Corporation, it will be my responsibility to receive service of process in the name of the Corporation; to forward all mail to the Corporation; and to immediately notify the office of the Secretary of State in the event of my resignation, or of any changes in the registered office address of the Corporation for which I am agent.

DATED: February 14, 2017.

HORENSTEIN LAW GROUP, PLLC



By: _____
Stephen W. Horenstein, Manager

Address of Registered Agent:
500 Broadway, Suite 120
Vancouver, WA 98660

WHY RACING EVENTS INC				
2024 Budget				
Santa's Holiday Hustle				
		2024 ESTIMATED BUDGET		
	TOTAL PARTICIPANTS	1,000		
Income				
Billable Expense Income				
Markup				
Rental Income				
Sales		\$ 40,000.00		
Holdback		\$ -		
Itabs		\$ -		
Parking		\$ -		
Retail		\$ -		
Retail - Taxes Paid RSU		\$ -		
Total Sales		\$ 40,000.00		
Sales of Product Income		\$ -		
Sponsorship		\$ 5,000.00		
Lodging Tax Dollars		\$ 5,000.00	??	
Vendor Booth		\$ -		
Total Sponsorship		\$ 10,000.00		
Unapplied Cash Payment Income		\$ -		
Uncategorized Income		\$ -		
UNKNOWN INCOME		\$ -		
Total Income		\$ 50,000.00		
Expenses		\$ -		
		\$ -		
Advertising and Promotion		\$ 5,500.00		
Amortization Expense		\$ -		
Automobile Expense		\$ 800.00		
Automobile Insurance		\$ 72.00		
Total Automobile Expense		\$ 872.00		
Bank Service Charges		\$ 75.00		
Computer and Internet Expenses		\$ 275.00		
Cost of Goods		\$ -		
Awards		\$ 175.00		

Bags		\$	-		
Bibs		\$	1,000.00		
Equipment Rental					
Cooler Rental		\$	-		
Event Space		\$	-		
Garbage / Recycling		\$	-		
Misc Equipment Rental		\$	-		
Porta Potties		\$	2,750.00		
Radios		\$	-		
Staging / Tent Rental		\$	-		
Traffic Control Equipment		\$	450.00		
Truck Rental		\$	-		
Total Equipment Rental		\$	3,200.00		
Food And Beverage		\$	1,500.00		
Insurance Expense		\$	250.00		
Medals		\$	5,000.00		
Merchandise		\$	150.00		
Permits		\$	350.00		
Parking Fees		\$	-		
USAT Fees		\$	475.00		
Total Permits		\$	825.00		
Supplies		\$	1,000.00		
Swag - Bottles, Bags, Athlete Gifts		\$	1,000.00		
Swim Caps		\$	-		
T-Shirts		\$	7,000.00		
Temp Help		\$	-		
Total Cost of Goods		\$	21,100.00		
DEPOSIT		\$	-		
Depreciation Expense		\$	-		
Donation		\$	1,500.00		
Donation-Volunteer		\$	1,000.00		
Dues and Subscriptions		\$	300.00		
Education		\$	-		
Gifts		\$	-		
HEALTH INSURANCE		\$	1,000.00		
DENTAL INSURANCE		\$	25.00		
Total HEALTH INSURANCE		\$	1,025.00		
Industry Fees		\$	-		
Interest Expense		\$	700.00		
Penalties		\$	-		
Total Interest Expense		\$	700.00		

Meals and Entertainment		\$	100.00		
Moving		\$	-		
Office Supplies		\$	125.00		
Postage		\$	100.00		
Professional Fees					
Accounting		\$	42.75		
Announcer		\$	-		
DJ		\$	600.00		
Entertainment		\$	-		
Flagging		\$	950.00		
Legal		\$	50.00		
Medical		\$	-		
Misc Professional Fees		\$	-		
Motorcycles		\$	-		
Operations Manager		\$	-		
Pacing		\$	-		
Photography		\$	1,000.00		
Police Services		\$	-		
Security		\$	-		
Timing		\$	3,500.00		
Videography		\$	1,000.00		
Total Professional Fees		\$	7,142.75		
Purchases		\$	-		
Reconciliation Discrepancies		\$	-		
Rent Expense		\$	450.00		
Repairs and Maintenance		\$	100.00		
State Taxes		\$	175.00		
Storage		\$	-		
Taxes		\$	-		
Telephone Expense		\$	175.00		
Total Payroll Expenses		\$	-		
Payroll Expenses		\$	-		
Payroll Fees		\$	200.00		
Payroll Taxes		\$	600.00		
Payroll Expenses		\$	800.00		
Wages		\$	7,500.00		
Child Support		\$	-		
Employee Advance		\$	-		
Total Wages		\$	7,500.00		
Total Payroll Expenses		\$	8,300.00		
Travel Expense		\$	-		



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 3,044.60
Organization/Agency Name *	Camas Merchants Marketing
Federal Tax ID Number (EIN)	
Event or Activity Name *	Explore Camas Passport (summer)
Contact Name and Title *	Suzanne Ferguson, owner- Juxtaposition
Mailing Address *	Street Address 425 NE 4th Ave Address Line 2 City Camas State / Province / Region WA Postal / Zip Code 98607 Country Clark
Phone *	entry format example 123-456-7890 360-216-3446
Email *	suzanne@sf-artfuldesigns.com

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event*

Explore Camas Passport consists of 26+ downtown Camas Businesses- passport holders receive stamps and when the passport is complete it is submitted for a Grand Prize Drawing. The summer passport runs from roughly June 1 through Sept 30th, all 26 participating businesses will be marketing, we are planning a passport launch promotion- press releases, and other advertising. The passport is being designed by Reed Creative and we did secure one sponsor, Edward Jones. This is an informal group of merchants working together to further promote shopping and dining in downtown.5000 copies are being printed for the summer passport.

Projected Attendance/Population Reached

Total # Attendees 5000

Traveling 50+ mi.

Traveling from out-of-state

Overnight in paid accomm.

Overnight in unpaid accomm.

of Lodging Nights

Methodology to be used to capture attendance*

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
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- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

We will have the completed passports to verify counts. Passports are being turned in to the Chamber of Commerce for the Grand Prize Drawing.

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Explore Camas Passport finan...	32.48KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Explore Camas Passport.pdf	75.17KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	Participants list only.pdf	31.28KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	24042.CAMAS_passportv01si...	260.01KB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations
- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification*

I Acknowledge that all the information submitted in this application is accurate and true

Signature*

Suzanne Ferguson

Date

auto-captured by form
4/27/2024

Comments

Approve

Not Approved

Explore Camas Passport

Graphic Design	Reed Creative	\$1700.00
Printing	PaperMaker Pride	\$816.00 (plus tax and shipping) approx. \$1011
Stamps	Reed Creative	\$483.60
		\$18.60 each x approximately 26 participants
	Total:	\$3,194.60
	Sponsorship – Edward Jones	<u>-\$150</u>
		\$3044.60

Explore Camas Passport

In January a group of downtown business owners met to brainstorm ways to collaborate to further promote shopping and dining in Downtown Camas. An extended passport was one of several activities / promotions selected for 2024.

The passport features 26(+) participating downtown businesses and runs from June 1 through September 31st. Each business location is shown on a map and in the directory indicating the activity or action the passport holder needs to complete to receive a stamp. Examples of offers:

- Spend \$10- Get a Stamp!
- Attend a Free Jazzercise Class – Get a stamp!
- Free Chips & Salsa with purchase – Get a stamp!

Completed passports will be handed in to the Camas Chamber of Commerce. (After hours dropbox) Passport holders need 20 stamps to be eligible for the Grand Prize.

The Grand Prize is worth over \$1000 in products and gift cards from the participating businesses.

The summer passport will consist of 5000 copies distributed through the participating locations.

Marketing:

The passport design includes the development of the passport logo, which will be designed so that it can be used in future passport iterations. (We are planning a Holiday version of the passport as well)

Our design package will also include social images that all businesses will use to consistently promote the passport.

The business owners participating have volunteered in various capacities to help further the promotion of the passport including the following:

- Press Releases sent to all area media, print, digital, and radio
- Printed posters and counter signs
- Social media advertising from 26 local businesses
- Email blasts by participating businesses
- Group is creating a Facebook page for explaining the passport, marketing, and creating excitement around the Grand Prize Drawing

Participating Businesses:

4 Ever Growing Kids	Allure Boutique	Arktana	Autumn Leaf Books
Caffee Piccolo	Camas Antiques	Camas Boutique Hotel	Camas Cellars
Camas Plant & Gift	Feast 316	Hidden River Roasters	Jazzercise Camas
Juxtaposition	Keller Med Spa	Lane Cellars	Lily Boutique
Livewell Camas	Natalia’s Café	Papermaker Pride	Periwinkles Toy Shop
Poppy & Hawk	Red Door Gallery	Runyan’s Jewelers	Salud
Sweet Intention Gift	Tommy O’s	Grains of Wrath	

4 ever Growing kids	4EverGrowingKids@gmail.com	4Ever Growing Kids440 NE 4th AveCamas, WA 98607(360)210-5351
Allure	bobbi@allure-boutique.com	Allure Boutique407 NE 4th AveCamas, WA 98607(360)844-6532
Arktana	Ann@arktana.com	Arktana415 NE 4th Ave. Camas, WA 98607(360)210-4077
Autumn Leaf Bookstore	autumnleafbookstore@gmail.com	Autumn Leaf Books334 NE 4th Ave.Camas, WA 98607360.553.4788
Caffe Piccolo	caffepiccoloparadiso@ymail.com	Caffe Piccolo
Camas Antiques	camasantiques@gmail.com	305 NE 4th aveCamas, WA 98607Camasantiques@gmail.com
Camas Boutique Hotel	prashant@camashotel.com	405 NE 4th AvenueCamas, WA 98607
Camas Cellars	camascellars@gmail.com	222 NE Everett Street Suite 101Camas, WA 98607360-210-0171
Camas Plant & Gift	hello@livewellcamas.com	417 NE Birch Street, Camas, WA 98607360-844-5715
Feast 316	camasfeast316@gmail.com	Feast 316316 NE Dallas Camas, WA 98607360.834.7044
Hidden River Roasters	serene@hiddenriverroasters.com	Hidden River Roasters 536 NE 5th Ave.Camas, WA 98607(360)
Jazzercise Camas	jazzercisecamass@gmail.com	Jazzercise Camas514 NE Dallas St. Camas, WA 98607(360)980-0022
Juxtaposition	suzanne@sf-artfuldesigns.com	Juxtaposition425 NE 4th Ave. Camas, WA 98607(360)834.1810
Keller Med Spa	mrwmarketing@yahoo.com	Keller Med Spa & Laser 715 NE 5th Ave. Camas, WA 98607 (360)823-0795
Lane Cellars	lanecellars@gmail.com	Lane Cellars340 NE 4th Ave.Camas, WA 98607(360)607-8784
Lily Boutique	Threeofheartslily@gmail.com	
Livewell Camas	jacquie@livewellcamas.com	417 NE Birch Street, Camas, WA 98607360-844-5715
Natalia's Café	ericaslothower@gmail.com	437 NE 4th Avenue, Camas, WA 98607360-834-3421
Papermaker Pride	karen@papermakerpride.com	339 NE 4th AvenueCamas, WA 98607360-210-7513
Periwinkles Toy Shop	periwinklestoys@gmail.com	Periwinkle's Toy Shoppe 326 Cedar St. Camas, WA 98607(360)954-5795
Poppy & Hawk	poppyandhawk@gmail.com	Poppy & Hawk223 NE 4th Ave.Camas, WA 98607(360)210-4463
Red Door Gallery	pikeadvertising@comcast.net	Red Door Gallery 411 NE Dallas St.Camas, WA 98607(360)281-8720
Runyan's Jewelers	erin@runyansjewelerscamas.com	327 NE 4th AvenueCamas, WA 98607360-834-2992
Salud	tony.dotson@saludwine.com	224 NE 3rd Avenue, Camas, WA360-787-2583
Sweet Intention Gift	lisa.sweetintention@gmail.com	218 NE 4th Avenue, Camas,WA360-226-5160
Tommy Os	Ozzie.tommyos@gmail.com	Tommy O's at the Camas Hotel401 NE 4th Ave. Camas, WA 98607(360)833-0115
Grains of Wrath	brendan@gowbeer.com	230 NE 5th AvenueCamas, WA 98607360-210-5717

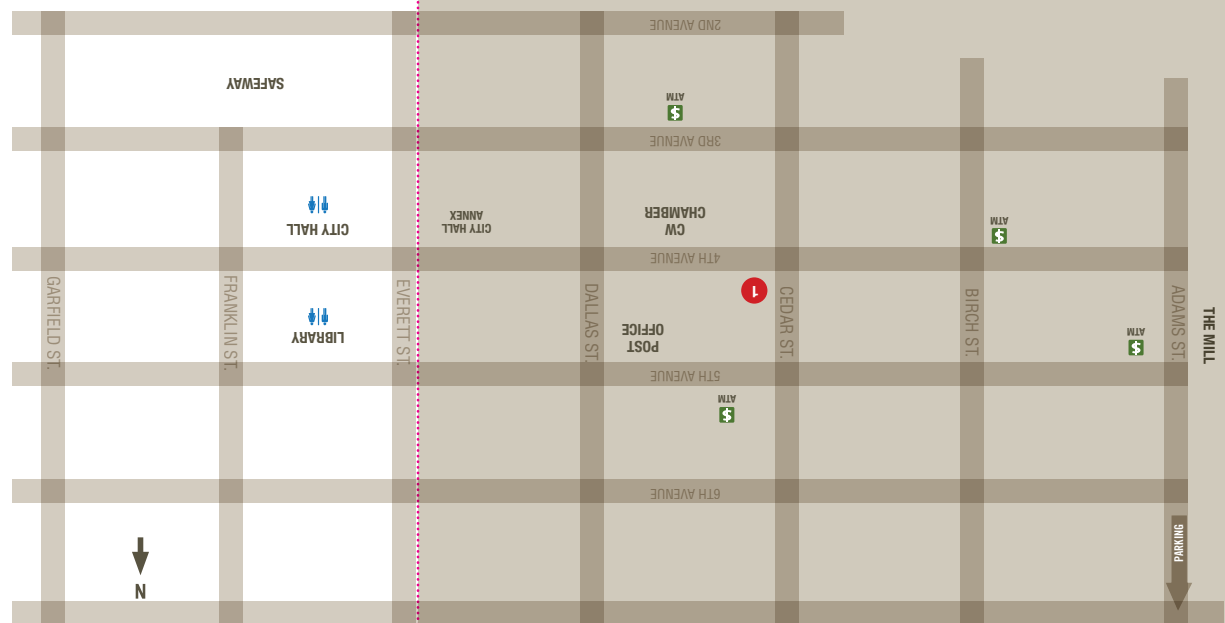
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Item 1.



LEGEND

- retail shops
- restaurants/bars
- service
-  public restrooms
-  ATM



PARTICIPANTS

PARTNER LOGOS HERE				

SPONSORS

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www.vwebsite.com

04/24

Camas Passport

**LOGO HERE
WITH
SEASON BANNER**

www.website.com
#HASHTAGS



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1. Take advantage of the promotion offered at different locations and earn a stamp for each stop!

2. Turn in your completed passport to CW Chamber & Visitor's Center by 09/30/24 to be entered for a chance to win the Grand Prize! The more stamps you have the greater your chances to win!

total number of stamps earned

.....

10 stamps = 1 entry
11-20 stamps = 2 entries
21-30 stamps = 3 entries

name

email

tel

date completed

*SEE FACEBOOK PAGE LINK HERE FOR GRAND PRIZE DESCRIPTION AND WINNER



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 500.00		
Organization/Agency Name *	LiveWell Camas		
Federal Tax ID Number (EIN)	832,745,682		
Event or Activity Name *	CAMAS PRIDE: Live Your Best Life BLOCK PARTY		
Contact Name and Title *	Jacquei Hill, Executive Director		
Mailing Address *	Street Address		
	417 NE Birch Street		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	USA	
Phone *	entry format example 123-456-7890		
	360-844-5715		
Email *	jacquie@livewellcamas.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

We are so excited to announce our Second Annual CAMAS PRIDE: Live Your Best Life BLOCK PARTY on Sunday JUNE 23! This Block Party is an opportunity to have a whole lot of fun and to celebrate with the Camas and surrounding communities! This is an all-ages family-friendly event full of many ways to express yourself, access resources and build community. The event hours are 11 am-4 pm.

Projected Attendance/Population Reached

Total # Attendees	150
# Traveling 50+ mi.	1-10
# Traveling from out-of-state	20
# Overnight in paid accomm.	1-10
# Overnight in unpaid accomm.	1-10
# of Lodging Nights	1

Methodology to be used to capture attendance*

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Pride Block Party Budget_5.6.2...	27.66KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Pride Block Party_Use of Fund...	9.45KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	Board Members List.pdf	23.6KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	CamasPrideBlockParty.pdf	179.69KB
	DRAFT_Camas Pride Block Pa...	46.01KB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations
- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification*

I Acknowledge that all the information submitted in this application is accurate and true

Signature*

Jacquie M Hill

Date

auto-captured by form
5/6/2024

Comments

Approve

Not Approved

Item	Budget
Venue Accessories (e.g., tables, tents, chairs):	\$150
Decorations and Supplies:	\$200
Entertainment (e.g., DJ, performers):	\$200
Refreshments and Snacks:	\$150
Advertising in Nearby Cities:	\$200
City Permit Fee: \$50	\$50
Miscellaneous (e.g., signage, printing costs):	\$50
Total Budget:	\$1,000

With a budget of \$500, we plan to strategically target nearby cities through paid social media advertising campaigns. These ads will highlight the vibrant and inclusive atmosphere of our pride month event, enticing tourists to join us for a day of celebration and unity. By reaching audiences beyond our immediate area, we aim to attract visitors from neighboring communities, ultimately enhancing the diversity and excitement of our event and bringing in new visitors to Camas.

LiveWell Camas Board

President.....Tim Watkins
Secretary.....Beth Ann Bloomfield-Fox
Treasurer.....Cara Orchel
Community Outreach.....Chelsea Zibolsky
Teacher Liason.....Kim Long
Board Member.....Blythe Ayne
Exectutive Director.....Jacquie Hill

Live Your Best Life

JUNE 23

11 AM - 4PM

CAMAS PRIDE

**BLOCK
PARTY**

**DOWNTOWN CAMAS
NE BIRCH AVE
BETWEEN 4TH AND 5TH**

We are so excited to announce our Second Annual **CAMAS PRIDE: Live Your Best Life BLOCK PARTY** on Sunday JUNE 23! This Block Party is an opportunity to have a whole lot of fun and to celebrate with you all! This is an all-ages family-friendly event full of many ways to express yourself, access resources and build community. The event hours are 11 am-4 pm.

Does it cost money to attend?

The CAMAS PRIDE: Live Your Best Life BLOCK PARTY is a donation-based event. We suggest a \$5-10 donation, but no one will be turned away for lack of funds. There will be a variety of activities and vendors on sight including food vendors.

What are the general rules for attending the block party?

- Be respectful of all attendees
- All bags, containers, and packages are subject to search
- Alcohol and Drugs of any kind are prohibited

What items are prohibited?

- Alcohol & Drugs
- No vaping, smoking, or cannabis edibles are allowed
- Weapons of any type
- Smoking of any kind
- Air horns, instruments, or laser pointers
- Unauthorized or unlicensed vendors

Where is the block party located?

The CAMAS PRIDE: Live Your Best Life BLOCK PARTY is located downtown Camas NE Birch Ave between 4th and 5th.

Where is nearby parking?

There is no designated parking for the block party. Street parking is available nearby, but space is limited. There is a public parking lot on Birch and 7th.

Can I bring drinks and food into the block party?

Yes, attendees are allowed to bring their own food and drinks into the block party, with a few restrictions. No alcohol or cannabis edibles are allowed into the block party grounds.

Are pets allowed in the block party?

Yes, animals are allowed into the block party, but they must be contained or on a leash at all times. All pet waste must be cleaned up by owners.



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 8,800.00		
Organization/Agency Name *	Parks and Recreation		
Federal Tax ID Number (EIN)			
Event or Activity Name *	Hometown Holidays		
Contact Name and Title *	Krista J. Bashaw		
Mailing Address *	Street Address		
	616 NE 4th Ave.		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	United States	
Phone *	entry format example 123-456-7890		
	360-817-7991		
Email *	kbashaw@cityofcamas.us		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

Hometown Holidays is the annual kick-off holiday event. It includes the holiday tree; "snow"; photos with Santa; entertainment by our local school choirs, bands and dance groups; 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 Assoc. "First Friday."

Projected Attendance/Population Reached

Total # Attendees	3000
# Traveling 50+ mi.	1 to 3 percent
# Traveling from out-of-state	unknown
# Overnight in paid accomm.	23 in Camas only
# Overnight in unpaid accomm.	unknown
# of Lodging Nights	3 - Friday through Sunday

Methodology to be used to capture attendance*

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
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- Other: Please describe below

- Other description:

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Lodging Tax Application HH 20...	498.26KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Lodging Tax 2024 - how are fu...	393.05KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	23-1102 Hometown Holidays Fl...	3.98MB
	22-1123 Hometown Promo for ...	3.08MB
	HH press release final 2023.pdf	299.27KB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

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 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification*

I Acknowledge that all the information submitted in this application is accurate and true

Signature*

Krista J. Bashaw

Date

auto-captured by form
5/7/2024

Comments

Approve

Not Approved

Lodging Tax Application – “Hometown Holidays” 2024

Supporting Documentation

- A. Amount requested: **\$8,800.00** (Capital: 20x30 canopy pole tent with full sides)
700.00 (Marketing: Advertising)
\$9,500.00 Total Request

B. Brief Budget

Income:

Matching Funds/Sponsorships	\$3,600
In-Kind Contributions	<u>\$5,500</u>
 Total Cash & In-kind	 <u>\$9,100</u>

Expenses (Events Department only):

Staffing	\$1,500
Office/Operating Supplies	\$2,200
Tools & Equipment	\$9,340 (\$8,800 for new 20x30 tent)
Professional Services	\$4,600
Advertising	\$1,300 (\$700 for print ads – lodging tax dollars)
Rent/Lease	\$5,900
Utilities	<u>\$ 180</u>
 Total Expenses	 <u>\$25,020</u>

- C. Capital asset – unbudgeted \$8,800 (\$8,800 from lodging tax dollars)

D. Detailed Advertising Budget

Print Media

Banners (completed)	\$0
Print Ads (Columbian; Post Record)	\$700 (\$700 from lodging tax dollars)
Merchant packets (in-house)	\$0
Print Posters/Fliers (in-house)	\$0
Press Releases	\$0

Social Media (in-house) \$0

City of Camas and Parks & Rec Facebook and Web sites; Camas School District web page & Facebook; Downtown Camas Assoc. Facebook

- E. Description of event and how it will assist in building tourism, etc. (2023 Flier attached)

Hometown Holidays is the annual kick-off holiday event coordinated by the City of Camas Parks & Recreation. Activities include the holiday tree lighting; “snow”; photos with Santa; entertainment by our local school choirs, bands, and dance groups; 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.

How Lodging Tax Grant Funds are to be Used

Funds will be utilized through the purchase of a new 20x30 pole/canopy tent with sides. The City of Camas does not own a tent of this size – large enough to accommodate the numerous school choirs, bands, community dance groups and large activities that entertain and engage our event attendees during this event. We currently borrow 20x30 tents from Washougal and rent from a vendor. With the request by merchants and DCA to have entertainment/activities on each block during this event, we hope to accommodate that request by adding a tent to the current Camas-Washougal inventory, through the purchase of a new tent using Lodging Tax funds.

Funds would also be used towards marketing the Hometown Holidays event, as in the past, by advertising in print media.



Camas Tree Lighting

Tree Lighting Returns! 5:00pm in front of Liberty Theatre
(Tree lighting coordinated and sponsored by DCA and CW Chamber of Commerce)

5-8 p.m.

In charming Downtown Camas, decorated for the holidays!

**Santa (bring your camera!)
Holiday Activities
Entertainment
Food and Refreshments**

**Photos with Santa | Kids' Crafts | Food & Refreshments
Entertainment | Movie at Liberty Theatre**

Downtown Camas will be closed to parking & vehicular traffic at 10am.
Parking Shuttle (regular & disabled) runs 4:00pm to 8:30pm.
For the comfort and safety of your pets, please leave them at home.

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





Join Liberty Theatre for a special showing of a holiday favorite:

Elf (PG)
8:00PM*
Regular Admission

5:00-8:00pm

- Photos with Santa
- Kids' Crafts
- Entertainment
- Food and Refreshments
- Movie at Liberty Theatre

Downtown Camas is closed to parking & traffic at 10am. Parking shuttle runs 4:45 to 8:45pm. Please leave your pets at home.

For parking and event details, visit www.cityofcamas.us/parksrec
Coordinated by Camas Parks & Recreation

*Last shuttle departs at 8:45PM.





NEWS

November 13, 2023

Media Contacts:

Bryan Rachal, Director of Communications, 360-817-7035

Krista Bashaw, Recreation Coordinator – Special Events, 360-817-7991

kbashaw@cityofcamas.us

<https://www.cityofcamas.us/parks>

The Tree Lighting Returns for Camas’ Hometown Holidays

CAMAS, Wash – The City of Camas’ Hometown Holidays will return this year to downtown Camas with a full slate of activities, including the popular tree-lighting ceremony, Friday, Dec. 1, from 5 p.m. – 8 p.m.

Residents and visitors will once again enjoy a bustling downtown Camas, filled with school and community choirs, bands and dancers, photos with Santa (bring your camera!), crafts for the kids, street food vendors, and downtown restaurants and shops open for business. The tree-lighting ceremony returns after a three-year hiatus, kicking off the event at 5 p.m., thanks to the coordination and sponsorship by the Downtown Camas Association and the Camas-Washougal Chamber of Commerce. Hometown Holidays is coordinated and hosted by Camas Parks & Recreation and coincides with Downtown Camas Association’s First Friday.

Hometown Holidays and the events are free and open to all, thanks to the financial support of Columbia Credit Union, iQ Credit Union, Windermere Real Estate, Downtown Camas Association, Lutz Hardware and in-kind donors and volunteers. In addition, various restaurants and food vendors will be open to purchase food. Visitors can also use the opportunity to shop for their holiday gifts in Camas’ well-known historic downtown.

“This is one of our community’s favorite and festive events, getting us in the mood for the holidays and bringing our community together to share some of the joy of the season,” said Krista Bashaw, Special Events Coordinator with the City of Camas.

The free parking shuttle, courtesy of the Camas School District, will run its easy-to-park & ride event shuttles from 4 - 8:30 p.m. Four color-coded parking lots within 1-mile of downtown Camas will be incorporated into one continuous shuttle route. The shuttle route will stop at each of the parking lots and will drop off riders on the street between Camas City Hall and the Camas Public Library. The shuttle is free; details can be found at www.cityofcamas.us/parksrec; and click on the “Special Events” tab.

A few suggestions before venturing out this year, please leave dogs at home; this event is not a good fit, as it will feature very large crowds. Visitors can now park their strollers at the Festival Information Tent, located at 4th & Cedar St.; and Journey Church will also be hosting a

quiet room to allow diaper changing and nursing mothers.

Item 1.

For event locations and other event details, visit

<https://www.cityofcamas.us/parksrec/page/hometown-holidays-0>

--CITY--

2024 LODGING TAX FUNDS REPORT

Item 1.

Account	Description	2021 Actual	2022 Actual	2023 Actual	2024 Budget	2024 Actual	2024 Percent
1200.91.0000.000.3611000.300000.	Investment Earnings	543.83	4,847.30	-4,131.29	-752.00	-374.84	49.85%
1200.94.0000.000.3133100.300000.	Hotel/Motel Sales and Use Tax	-22,825.85	-31,761.38	-35,417.22	-35,306.00	-10,119.26	28.66%
	Total Revenue	\$ 22,282.02	\$ 26,914.08	\$ 39,548.51	\$ 36,058.00	\$ 10,494.10	29.10%
1200.58.0000.000.5573000.549200.	Ads/Printing/Forms	5,024.00	9,994.00	18,436.75	30,000.00	0.00	0%
	Total Expense	\$ 5,024.00	\$ 9,994.00	\$ 18,436.75	\$ 30,000.00	\$ -	0%



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 7,843.00		
Organization/Agency Name *	Camas-Washougal Chamber of Commerce		
Federal Tax ID Number (EIN)	910,163,285		
Event or Activity Name *	Camas Days		
Contact Name and Title *	Jennifer Senescu, Executive Director		
Mailing Address *	Street Address		
	422 NE 4th Avenue		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	United States	
Phone *	entry format example 123-456-7890		
	360-834-2472		
Email *	jennifer@cwchamber.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

Camas Days - 2-day community event in downtown Camas featuring 120 vendors, Grand Parade, Kid's Parade, Kid's Street, Food Court, Beer-Wine Garden with live music, and bathtub races.

Projected Attendance/Population Reached

Total # Attendees 14-16K

# Traveling 50+ mi.	2,500
# Traveling from out-of-state	1,500
# Overnight in paid accomm.	Hotels are full
# Overnight in unpaid accomm.	Unknown
# of Lodging Nights	2

Methodology to be used to capture attendance *

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Marketing Budget 2024.pdf	170.71KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Marketing Budget 2024.pdf	170.71KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	23-24 Roster.pdf	74.87KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations
- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification *

I Acknowledge that all the information submitted in this application is accurate and true

Signature *

Jennifer Senescu

Date

auto-captured by form
4/29/2024



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 2,860.50		
Organization/Agency Name *	Camas-Washougal Chamber of Commerce		
Federal Tax ID Number (EIN)	910,163,285		
Event or Activity Name *	Camas-Washougal Map Update		
Contact Name and Title *	Jennifer Senescu, Executive Director		
Mailing Address *	Street Address		
	422 NE 4th Avenue		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	United States	
Phone *	entry format example 123-456-7890		
	360-834-2472		
Email *	jennifer@cwchamber.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
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- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

Updating of the Camas-Washougal Map.

These maps are distributed throughout Camas and Washougal. They are included in relocation packets, are in both City Halls, the Camas-Washougal Port, real estate offices, the Camas Library, gas stations, hotels, the Camas-Washougal Chamber of Commerce / Visitor's Center, and other chamber offices.

We have secured one-half of these funds from Washougal Hotel Lodging Tax and are requesting the other half from Camas Hotel Lodging Tax.

This is the only comprehensive map of Camas and Washougal that is produced.

Projected Attendance/Population Reached

Total # Attendees

Traveling 50+ mi.

Traveling from out-of-state

Overnight in paid accomm.

Overnight in unpaid accomm.

of Lodging Nights

Methodology to be used to capture attendance *

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
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- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

4,000 maps are produced and distributed.

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Map Budget 2024.pdf	166.63KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Map Budget 2024.pdf	166.63KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	23-24 Roster.pdf	74.87KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	Map Layout final draft.pdf	5.76MB
	JPG, PDF, TIF	

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Certification *

I Acknowledge that all the information submitted in this application is accurate and true

Signature *

Jennifer Senescu

Date

auto-captured by form
4/29/2024



Lodging Tax Fund Application

The Camas-Washougal Chamber of Commerce (CWCC) is requesting \$2,860.50 from this fund for the updating of the Camas-Washougal Map.

These maps are distributed throughout Camas and Washougal. They are included in relocation packets, are in both City Halls, the Camas-Washougal Port, real estate offices, the Camas Library, gas stations, hotels, the Camas-Washougal Chamber of Commerce / Visitor’s Center, and other chamber offices.

The request is to offset the following costs:

Map Layout – Reed Creative	\$3,250
Map Printing	\$2,265
Map Store – GIS	<u>\$ 206</u>
Total:	\$5,721

We have secured one-half of these funds from Washougal Hotel Lodging Tax and are requesting the other half from Camas Hotel Lodging Tax.

This is the only comprehensive map of Camas and Washougal that is produced. I am attaching the map that was done in 2021.

Respectfully,

Jennifer Senescu
 Executive Director
 422 NE 4th Avenue
 Camas, WA 98607
 (360) 834-2472
 jennifer@cwchamber.com



Lodging Tax Fund Application

The Camas-Washougal Chamber of Commerce (CWCC) is requesting \$2,860.50 from this fund for the updating of the Camas-Washougal Map.

These maps are distributed throughout Camas and Washougal. They are included in relocation packets, are in both City Halls, the Camas-Washougal Port, real estate offices, the Camas Library, gas stations, hotels, the Camas-Washougal Chamber of Commerce / Visitor’s Center, and other chamber offices.

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Respectfully,

Jennifer Senescu
 Executive Director
 422 NE 4th Avenue
 Camas, WA 98607
 (360) 834-2472
 jennifer@cwchamber.com

2023-2024
Camas-Washougal Chamber of Commerce
Board of Directors Roster

Immediate Past President

Vacant

President

Hung Tran
True Insurance
510 NE 4th Avenue
Camas, WA 98607
(360) 723-5595 htran@trueinsuranceinc.com

First Vice President

Liz Pike
Shangri La Farm
26300 NE 3rd Street
Camas, WA 98607
(360) 281-8720 piktheadvertising@comcast.net

Second Vice President

Erica Slothower
Natalia's Cafe
437 NE 4th Avenue
Camas, WA 98607
(360) 947-4727 ericaslothower@gmail.com

Treasurer

Cherri Peterson
PNW Financial Concierge
3242 NE 3rd Avenue, #373
Camas, WA 98607
cpeterson@pnwfinancialconcierge.com

Secretary

Jennifer Senescu

Camas City Council Liaison

Leslie Lewallen (Tim Hein -Alternate)
PO Box 1055
Camas, WA 98607
(360) 784-4378 llewallen@cityofcamas.us

Washougal City Council Liaison

Ernie Suggs
Washougal City Council
1701 C Street
Washougal, WA 98671
ernie.suggs@cityofwashougal.us
Erniejune65@gmail.com

Director

Robert Barber
Edward Jones
415 NE Cedar Street, Suite A
Camas, WA 98607
Rbarber626@gmail.com

Director

Melissa Asbury
NW Adhesives
4325 S. Lincoln
Washougal, WA 98671
melissa@northwestadhesives.com

Director

Luke Shanahan
Farmers Insurance
934 NE 3rd Avenue
Camas, WA 98607
luke@shanahanagency.com

Director

Ken Cline
Riverview Bank
450 NE 3rd Avenue
Camas, WA 98607
kencline@riverviewbank.com

Director

Ray Deal
Leak Seal Roofing
2518 NE 252nd Avenue
Camas, WA 98607
nay@leaksealroofing.com

Director

Amy Reynolds
Columbia Chiropractic
428 NE 4th Avenue
Camas, WA 98607
(503) 490-6158 dramy@mycamaschiro.com

Director

Tamber Belshaw
Belco Virtual Solutions
510 NE 4th Avenue
Camas, WA 98607
(360) 798-0034 tbelshaw@belcovirtual.solutions

Downtown Camas Association Liaison

Caroline Mercury
5815 NW 165th Way
Ridgefield, WA 98642
(360) 771-2897 csmercury@outlook.com

Washougal Business Association Liaison

David Stuebe
Washougal City Council
1701 C Street
Washougal, WA 98671
(360) 835-7448 david.stuebe@cityofwashougal.us

422 NE 4th Avenue, PO Box 919, Camas, WA 98607
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Camas-Washougal Map

2021

Camas & Washougal • Events & Fun • Port of CW

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Item 2.

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Shangri-La Aviation
Based at Grove Field Airport in Fern Prairie
Email: NeilCahoon@comcast.net
USAF Retired, CFI

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See Paint Workshop Schedule: <http://LizPike.Art>
Call or Text (360) 281-8720

Get More Visitor and Business Info at www.cwchamber.com

Lisa Le

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Lisa Le

418 NE 4th Ave Camas, WA
360-213-7864 | lisaleproperties.com
lisale@lisaleproperties.com

Points of Interest

Major events in Camas and Washougal can be found at the event page cwchamber.com

Downtown Camas centers around a unique tree-lined core on NE 4th Avenue.

Downtown Washougal and Reflection Plaza in the city center.

Lacamas Lake & Camas Lily Fields offer beauty, hiking, boating and more!

The Pendleton Woolen Mills has been in operation since 1911 and has a factory outlet store.

The Two Rivers Heritage Museum has over 6000 photos and 200 oral histories, including those of pioneering families.

The Port of Camas/Washougal Marina offers a boat launch, recreation, a park, historical information and events.

At Steamboat Landing, stroll on a floating boardwalk that leads to an elevated observation deck with views of the Columbia River, Mt. Hood and Oregon.

Steigewald Lake National Wildlife Refuge is located adjacent to Washougal, on 1,049 acres of former Columbia River flood plain.

Captain William Clark Park at Cottonwood Beach is where the Corps of Discovery camped for six days while on their journey through this area in 1806.

Be on the lookout for artistic murals throughout both Camas and Washougal.

cwchamber.com

WASHOUGAL MAP

Legend

Public Buildings	Emergency Services	Public School	Private School	Park Land	City Boundary	Urban Growth Area Boundary
Post Office	Sheriff/Police					

Find us on

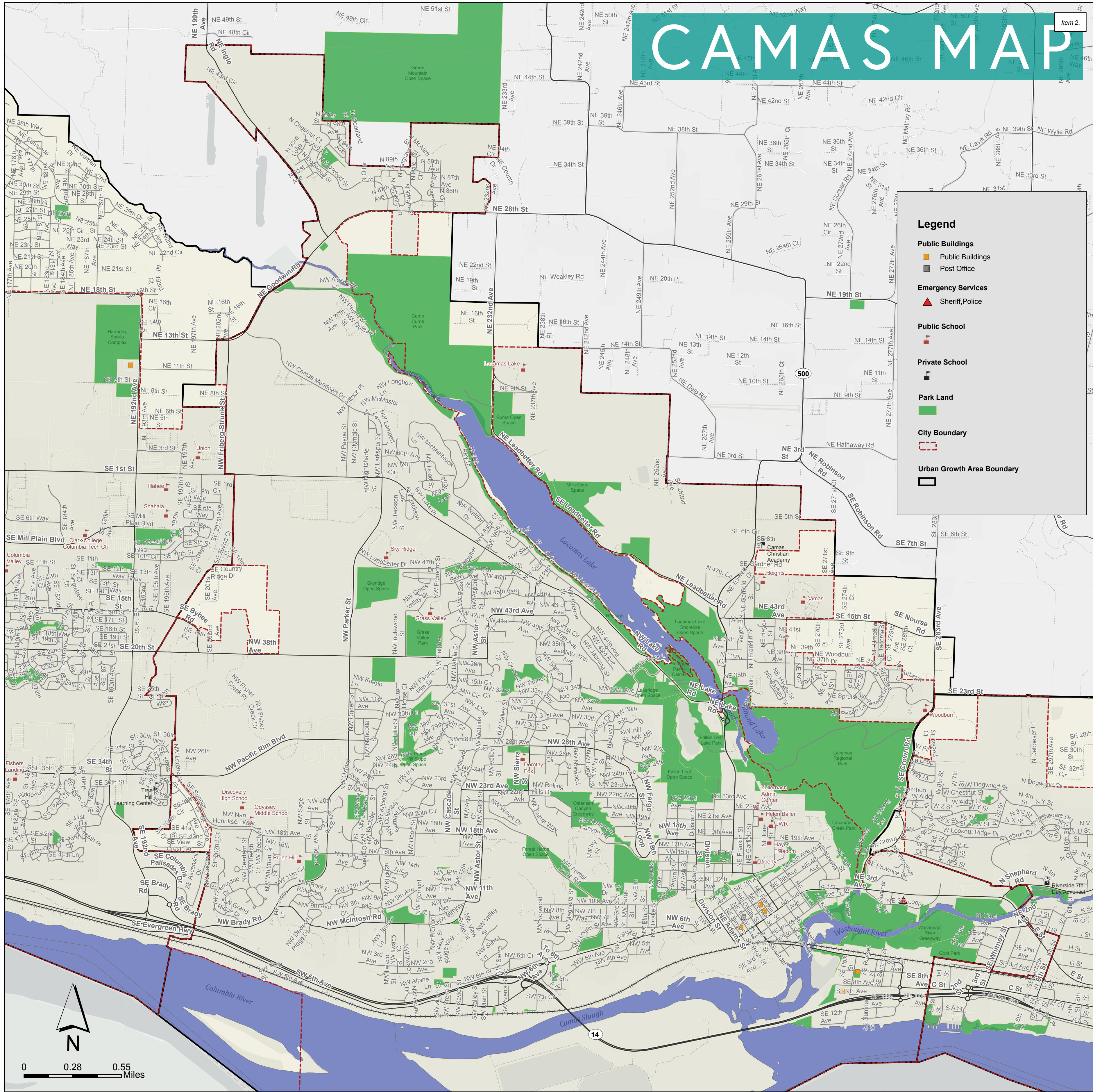
Find info on cwchamber.com & Hot Deals Online at Member Businesses, Events Calendar,

- Camas Days
- Farmers Markets
- First Fridays
- Community Events

CAMAS MAP

Item 2.

Camas and Washougal are side-by-side cities located on the Columbia River in Southwest Washington. Often referred to as Washington's "Gateway to the Gorge," Camas and Washougal are full of great recreational, cultural, shopping & dining opportunities for couples and families alike. While Camas embodies a historic downtown core, the main square of Washougal is modern and breathtaking. Spend a day, spend a week!



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CAMAS-WASHOUGAL

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DAVID RIPP
EXECUTIVE DIRECTOR
@ EXT 101 david@portcw.com

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in Camas

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alow@schwabe.com

Schwabe
WILLIAMSON & WYATT

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Vancouver, WA 98660
schwabe.com



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 8,990.00		
Organization/Agency Name *	Downtown Camas Association		
Federal Tax ID Number (EIN)	264,019,320		
Event or Activity Name *	Regional Tourism Marketing		
Contact Name and Title *	Carrie Schulstad, Executive Director		
Mailing Address *	Street Address		
	PO Box 1034		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	USA	
Phone *	entry format example 123-456-7890		
	360-904-0218		
Email *	director@downtowncamas.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

Regional ads and marketing for 2024 to attract visitors to Camas in the:

- Visit Vancouver Washington visitor's guide, print and online
- Columbia Gorge to Mt Hood Visitor's Guide magazine and website
- Scenic WA, Scenic Road Trips Guide (print and online) plus social media, website
- Downtown Camas walking maps for regional distribution

Projected Attendance/Population Reached

Total # Attendees

Traveling 50+ mi.

Traveling from out-of-state

Overnight in paid accomm.

Overnight in unpaid accomm.

of Lodging Nights

Methodology to be used to capture attendance *

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

Please see media kits for the extensive reach of each of the guides and magazines

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	2024 DCA Regional Advertising...	433.59KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Lodging Tax Funding Applicatio...	235.96KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	Annual Reporting State Januar...	298.72KB
	JPG, PDF, TIF	
Organizations Board Members List	2024 Downtown Camas Associ...	446.33KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	2024 CRGVG DCA ad.pdf	5.77MB
	wrp_media_kit24.pdf	126.23KB
	2024 Washougal-Camas-Coop...	1.56MB
	Vancouver_Ratecard 2024.pdf	587.42KB
	Camas-ScenicWA-2024.pdf	59.49KB
	ScenicWA_2024MediaKit 2.pdf	4.21MB
	Downtown Camas Walking Ma...	8.41MB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations

- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification *

I Acknowledge that all the information submitted in this application is accurate and true

Signature *

Carrie Schulstad

Date

auto-captured by form
5/3/2024



Downtown Camas Association 2023 Regional Advertising Budget

INCOME

Lodging Tax Funds	\$8,990.00
Merchant co-op ad fees	\$750.00
Total Income	\$9,740.00

EXPENSES

Scenic WA ad cost, Camas portion	\$2,248.00	Full cost \$4495
Columbia River Gorge Magazine print ad cost	\$1,568.00	
Columbia River Gorge Magazine web ad cost	\$275.00	
Visit Vancouver WA ad cost, Camas portion	\$2,000.00	Full cost \$4000
Walking Map Regional Distribution & Printing	\$3,649.00	Full Cost \$5400. The DCA pays the additional \$1750
Total Expenses	\$9,740.00	

Dear Camas LTAC,

The DCA would like to apply for lodging tax dollars to help fund regional ads and marketing for 2024 in the:

- **Visit Vancouver Washington visitor’s guide, print and online**
- **Columbia Gorge to Mt Hood Visitor's Guide magazine and website**
- **Scenic WA, Scenic Road Trips Guide (print and online) plus social media, website, etc**
- **Downtown Camas walking maps for regional distribution**

Total Cost of regional ads/marketing for Camas: \$11,490 (\$15,748 incl. Washougal’s part)

Total request of Camas lodging tax funds for regional ads at this time is \$9,000.

Note: Graphic design cost for creation of digital ads was paid for by the DCA.

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 5 merchants (the hotel is included at no cost to them) and a website ad with the net cost to the DCA **\$1093** (total cost of ad is \$1650—discounted 5% to **\$1568** with early payment. This is a special negotiated nonprofit rate with the DCA—usual full page cost is \$3,275. Website ad is **\$275**).

- **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. They list all our events online.
- Includes [full page copy](#) in magazine about attractions and hidden gems in Camas.

Visit Vancouver WA Visitor Guide:

- The Visit Vancouver WA ad is a full page shared equally with Washougal Tourism and the DCA. The negotiated discounted cost to the DCA is **\$2000**
- **75,000** copies distributed annually plus [digital flipbook](#). See full media kit.

Scenic WA State:

Full page ad in Scenic Drives & Road Trips Guide (75,000 copies printed) shared with Washougal Tourism; and the [Camas Washougal page](#) on their tourism website:

- 2 featured 365WashingtonState FB posts each (211,000 followers) with analytics
- Exclusive e-newsletter campaign (45,000+ opt-in subscribers) with analytics
- Total cost **\$4,495 (\$2247.50 ea)**

Downtown Camas Walking Maps (visitor focused), regional distribution

- **\$2040** cost to Certified Folder Display for distribution of 12,000 maps throughout the Columbia Gorge, at the Portland airport and at Travel Portland Visitor Center
- **Map printing cost for regional distribution \$3360, hotel ad included on map at no cost to them. DCA covering additional \$1750 of the cost.**

All of the above are an important way to send out a call to action regionally to come to Downtown Camas and to stay! **It’s how we’re on the map!**



Filed
Secretary of State
State of Washington
Date Filed: 01/19/2024
Effective Date: 01/19/2024
UBI #: 602 890 278

Annual Report

BUSINESS INFORMATION

Business Name:

DOWNTOWN CAMAS ASSOCIATION

UBI Number:

602 890 278

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

216 NE 4TH AVE STE 102, CAMAS, WA, 98607-2170, UNITED STATES

Principal Office Mailing Address:

PO BOX 1034, CAMAS, WA, 98607-0034, UNITED STATES

Expiration Date:

01/31/2025

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/Registration Date:

01/12/2009

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE, THE DOWNTOWN CAMAS ASSOCIATION IS A 501C3 NONPROFIT ORGANIZATION WHOSE MISSION IS TO DEVELOP AND PROMOTE HISTORIC DOWNTOWN CAMAS BY CREATING A VIBRANT SOCIAL, CULTURAL AND ECONOMIC CENTER OF THE COMMUNITY WHILE EMPHASIZING PRESERVATION OF OUR CITY'S HISTORIC FEATURES.

NONPROFIT GROSS REVENUE CERTIFICATION

Per [RCW 24.03A.960](#) does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than \$500,000? - Yes

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **26-4019320**

REGISTERED AGENT [RCW 23.95.410](#)

Registered Agent Name	Street Address	Mailing Address
CARRIE SCHULSTAD	216 NE 4TH AVE STE 102, CAMAS, WA, 98607-2170, UNITED STATES	PO BOX 1034, CAMAS, WA, 98607, UNITED STATES

PRINCIPAL OFFICE

Phone:

3602167378

Email:

DIRECTOR@DOWNTOWNCAMAS.COM

Street Address:

216 NE 4TH AVE STE 102, CAMAS, WA, 98607-2170, USA

Mailing Address:

PO BOX 1034, CAMAS, WA, 98607-0034, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		CAROLINE	MERCURY
GOVERNOR	INDIVIDUAL		RANDY	CURTIS
GOVERNOR	INDIVIDUAL		SARAH	LAUGHLIN
GOVERNOR	INDIVIDUAL		DEBBI	REAVES
GOVERNOR	INDIVIDUAL		MARILYN	BOERKE

NATURE OF BUSINESS

- CHARITABLE
- THE DOWNTOWN CAMAS ASSOCIATION IS A 501C3 NONPROFIT ORGANIZATION WHOSE MISSION IS TO DEVELOP AND PROMOTE HISTORIC DOWNTOWN CAMAS BY CREATING A VIBRANT SOCIAL, CULTURAL AND ECONOMIC CENTER OF THE COMMUNITY WHILE EMPHASIZING PRESERVATION OF OUR CITY'S HISTORIC FEATURES.

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in [RCW 24.03A.075](#)? - **No**

REPORTING QUESTIONS

Has the Nonprofit Corporation filed an Amendment in the last year that changed one or more purposes of the corporation recorded in its initial Articles of Incorporation?

- **No**

Has the Nonprofit Corporation operated a significant program or activity that is different from:

- A program or activity that the Nonprofit has previously operated; and
- A program or activity described in the most recent application for recognition of exemption from federal tax income?

- **No**

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?

- **No**

2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?

- **No**

a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?

- **No**

3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?

- **No**

You **must** submit a Controlling Interest Transfer Return form if you answered "yes" to questions 1 **and** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:

CARRIE SCHULSTAD

Email:

DIRECTOR@DOWNTOWNCAMAS.COM

Address:

PO BOX 1034, CAMAS, WA, 98607-0034, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? - **No**

EMAIL OPT-IN

By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

AUTHORIZED PERSON

I am an authorized person.

Person Type:

ENTITY

First Name:

CARRIE

Last Name:

SCHULSTAD

Entity Name:

DOWNTOWN CAMAS ASSOCIATION

Title:

EXECUTIVE DIRECTOR

This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.



2024 Downtown Camas Association Board of Directors

Name	Phone	Email
Marilyn Boerke (2023), President (2024), City Council, Camas School District	(360) 798-3077	marilyn.boerke@camas.wednet.edu
Randy Curtis, Vice President, 2015 DCA Light Brigade, EV Committee Chair, Outreach Committee	(503) 931-2420	curtisrm@comcast.net
Sarah Laughlin, 2016, Secretary, Fuel Medical Group, EV Committee	(503) 789-8491	slaughlin@fuelmedical.com
Debbi Reaves, 2018, Board Treasurer Reaves & Co CPA PS; Outreach Comm.	(360) 907-0372	debbi@reavescpa.com
Caroline Mercury, Ex Officio, 2009 Retired GP, Design Committee Chair	(360) 771-2897	csmercury@outlook.com
Maria Gonser, 2016 Attic Gallery; Design Committee	(503) 888-3795	staff@atticgallery.com
Shawn Parker, 2023, Fuel Medical, Grains of Wrath; EV Committee	(612) 845-6010	sparker@fuelmedical.com
April Berlin, 2023, US Bank, CAG member	(503) 928-1480	aprilberlin1@gmail.com
Grant Gilson, 2023, Coastal Conservation Association Washington	(360) 241-3647	Grant.gilson12@gmail.com
Allie Janelle, 2023, Caffè Piccolo	(360) 356-6538	alliemakescoffee@gmail.com
Leslie Lewallen, City Council Liaison	(309) 363-9172	llewallen@cityofcamas.us
Jennifer Senescu, Chamber Liaison	(360) 609-7216	jennifer@cwchamber.com
Kelly O'Rourke, CSD Liaison	(702) 202-8123	kelly.orourke@camas.wednet.edu

Name	Phone	Email
Carrie Schulstad, Executive Director	(360) 904-0218	director@downtowncamas.com
Jan Carter, Marketing & Vol. Coordinator	(903) 816-1081	events@downtowncamas.com
Leah Nichelson, Event & Project Manager	(360) 953-1326	promotions@downtowncamas.com



downtown Camas

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Gift Boutique

Gourmet Chocolate
Local Artists • Fun Gifts
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WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- Wind River Publishing, LLC
 541-806-1436 -:- windriverpub@gmail.com
<https://columbiagorgetomthood.com>
facebook.com/columbiagorgetomthood
[Instagram@columbiagorgetomthood](https://instagram.com/columbiagorgetomthood)

Advertising Opportunity

2024 COLUMBIA RIVER GORGE VISITOR MAGAZINE AND WEBSITE

columbiagorgetomthood.com

Two States, Three Volcanoes and One Big River™
Oregon and Washington's Playground

The **Columbia River Gorge visitor 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 and airport car rental area, along with Travel Oregon welcome centers located throughout Oregon. 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 complete list of distribution sites, see page 2 of this media kit.

WEBSITE IS DOING GREAT!

The website, *columbiagorgetomthood.com*, promotes all there is to do and see! It is 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 offers ad space on the page that relates to your business for **\$275 for a year** if you advertise in the magazine. If you want to advertise on the website only, cost is \$400. The ad will consist of a logo or photo and a 50-75 word description of your business and a link to your website.

Since launching the website May 2020, we've had 156,236 unique visitors and 196,617 number of visits!

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- 541-806-1436
windriverpub@gmail.com -:- <https://columbiagorgetomthood.com>
facebook.com/columbiagorgetomthood -:- [Instagram@columbiagorgetomthood](https://instagram.com/columbiagorgetomthood)

Portland International Airport Visitor Center
PDX Car Rental Information Center

Astoria Warrenton Area 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
Roseberg Chamber of Commerce
Sisters Chamber of Commerce
Skamania County Chamber of Commerce
Springfield Chamber of Commerce
The Dalles Area Chamber of Commerce
Woodland Chamber of Commerce

City of Brownsville
Cascade Locks City Hall
Expore Troutdale Gateway to the Gorge Visitor Center
Port of Camas/ Washougal
Port of Cascade Locks

AAA of Springfield
AAA of Tacoma
AAA Vancouver
Ashland Welcome Center
Bend Visitor Center
Boardman Welcome Center
Bonneville Locks & Dam, OR and WA
Brookings Welcome Center
Columbia Gorge Sternwheeler Visitor Center
Coos Bay Visitor Center
Government Camp/Mt. Hood Rest Area
Grants Pass Visitor Center
Klamath Falls Welcome 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
Ontario Welcome Center
Oregon City Welcome Center
Oregon Convention Center
Pine Creek Visitor Center
Sage Center Boardman
Sandy Historical Society Visitor Center
Seaside Welcome Center
Sweet Home Visitor Center
The Dalles Dam Visitor Center
Travel Lane County
Travel Medford Visitor Center
Travel Oregon
Visit Bend Visitor Center
Yakima Valley Visitor Center
Bonneville Fish Hatchery

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

American Express Cruise Ship
Uncruise Adventures
Cascade Locks Historical Museum
Columbia Gorge Discovery Center
Columbia Gorge Interpretive Center
Fort Dalles Museum
Hood River History Museum
Maryhill Museum
Pearson Air Museum
Presby Museum
Sherman County Museum
Two Rivers Heritage Museum
WAAAM Museum

Arrive Vacation Rentals
Balch Hotel
B&Bs
Best Western Hood River Inn
Best Western Mt. Hood Inn
Best Western Plus Cascade Inn & Suites
Best Western Plus Columbia River Inn
Best Western Plus Parkersville Inn & Suites
Best Western Sandy Inn
Big Jims Drive In
Biggs Junction
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
Carson Ridge Luxury Cabins
Cascade Locks KOA
Cello Inn
Clock Tower Ales
Coffee Shops in the Gorge
Collins Lake Resort
Columbia Cliff Villas
Columbia Gorge Hotel
Columbia Gorge Riverside Lodge
Comfort Inn
Cooper Spur Resort
Cousins Country Inn
Dalles Inn
Dintys Motor Inn
Fairfield Inn
Fruit Stands
Government Camp Hotels, Shops, Pubs & Restaurants
Grand Central Travel Stop

Grand Lodge
Gunkell Orchards
Hampton Inn
Holiday Inn Express
Hood River Chevron
Hood River Hotel
Hood River Shops, Pubs and Restaurants
Huckleberry Inn
Kramers Market
Lone Pine Motel
Lyle Mercantile
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
Ponderosa Hotel
Pony Espresso
Praters Motel
Pure Stoke
Quality Inn & Suites
Rafting Companies
Riverview Lodge
Rock Creek Tavern
Rocky Hill Weddings and Events
Rodeway Inn
Ruby June Inn
Rufus Hillview Motel
RV Parks
Sandy River RV Park
Shell Station
Shilo Inn
Skamania Lodge
Skamania Store
Skunk Brothers Spirits
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
Timberlake Campground
Troutdale Shops and Restaurants
Tye Motel
Whispering Woods Resort
White Salmon shops, Pubs and Restaurants
Windsurfing Shops
Wineries

Testimonials

We have consistently advertised with Judy Bair and Wind River Publishing's publications and website since starting our business 13 years ago. Over the years, our business has benefited with continued growth as tourism has flourished throughout the National Scenic Area. We firmly believe that in our present age of digital media, having online presence is critical to the ongoing success of any business.

The website, columbiagorgetomhood.com, serves as an excellent resource for educating and entertaining both visitors and locals. We will continue to support Wind River Publishing's efforts to create and publish media which informs travelers, while also promoting conservation and sustainable tourism.

Martin & Christine, owner & operators of Martin's Gorge Tours

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

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 2024

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.

Please use this media kit to help plan your budget for 2024. 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.

Testimonials

I have been working with Judy and Wind River Publishing for several years. When she announced that she was creating a website, I was thrilled. The Gorge needed a dynamic and informative web presence for the entire region and <https://columbiatorgetomthood.com> does not disappoint. The website is a valuable investment for the Balch Hotel and we look forward to working with the site in the future.

Josiah Dean, Innkeeper / Balch Hotel / Dufur, Oregon

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 Toppel, Executive Director / Mt. Adams Chamber of Commerce

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

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair - 541-806-1436

windriverpub@gmail.com - <https://columbiatorgetomthood.com>

facebook.com/columbiatorgetomthood - Instagram@columbiatorgetomthood

COLUMBIA RIVER GORGE :: PRICE SHEET 2024

2024 Advertising Rates

Print Ads

5% discount for return clients

5% discount applied for pre-payments

One-Twelfth Page \$ 725

One-Sixth Page \$ 1325

One-Third Page \$ 2225

Half Page \$ 2750

Full Page \$ 3275

Web Ad Space will consist of:

+ Logo or photo

+ 50-75 word description

+ Hyperlink to your website

Website ad (with magazine ad): \$275

Website only ad: \$400

**All prices are good 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

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 media kit to help plan your budget for 2024.

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.

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 - <https://columbiagorgetomhood.com>

facebook.com/columbiagorgetomhood - [Instagram@columbiagorgetomhood](https://instagram.com/columbiagorgetomhood)

discover the delights OF CAMAS AND WASHOUGAL

HISTORIC CHARM AWAITS

downtown
Camas
association



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

Paid for in part by City of Camas.

NATURAL BEAUTY IN EVERY CORNER

KEEP DISCOVERING
WASHOUGAL
VISITWASHOUGAL.COM



Bordered by the Columbia and Washougal Rivers, the Washougal area is filled with many family friendly parks, hiking trails, businesses and neighborhoods. Come for hiking, birding, history, water sports and more and stick around for great dining, shopping and craft breweries.

Explore more at visitwashougal.com

Tourism support provided by City of Washougal hotel/motel tax funds.

2024 VANCOUVER WA TRAVEL MAGAZINE

Produced in partnership between
Visit Vancouver WA and Madden Media



Item 2.

VISIT VANCOUVER
WASHINGTON

MADDEN

Vancouver is really becoming a recognized place on the map, and we want to match that enthusiasm and visitor interest by expanding our target markets. The meetings industry, while the slowest to recover, is also poised for potential in 2024-25 with groups already booked to experience our wonderful city—each bringing in hundreds of new people to Vancouver in a two- to three-day period.

RATES & DATES »

DISTRIBUTION

- Visitor Centers throughout Oregon and Washington
- Along the I-5 corridor, at 30+ local hotels and on Washington State ferries in the South Sound
- Portland Airport and all Oregon Welcome Centers
- PLUS, the same digital version will be available with live links viewed

DELIVERABLES

Circulation – 75,000

2023 Digital Version –

<https://online.fliphtml5.com/nxcu/zpvx/#p=C1>

DEADLINES

Ad Close – Nov 17, 2023

Materials Due – Nov 27, 2023

Publication Date – March 2024

CONTACT



MICAELA STEVENS

ACCOUNT STRATEGIST

805-795-8214

mstevens@maddenmedia.com

FOR MATERIALS SPECIFICATIONS, PLEASE EMAIL:
materials@maddenmedia.com

PREMIUM POSITIONS

RATES

Item 2.

Back Cover	\$5,400
Inside Front Cover	\$4,895
Inside Back Cover	\$4,895

AD TYPE

RATES

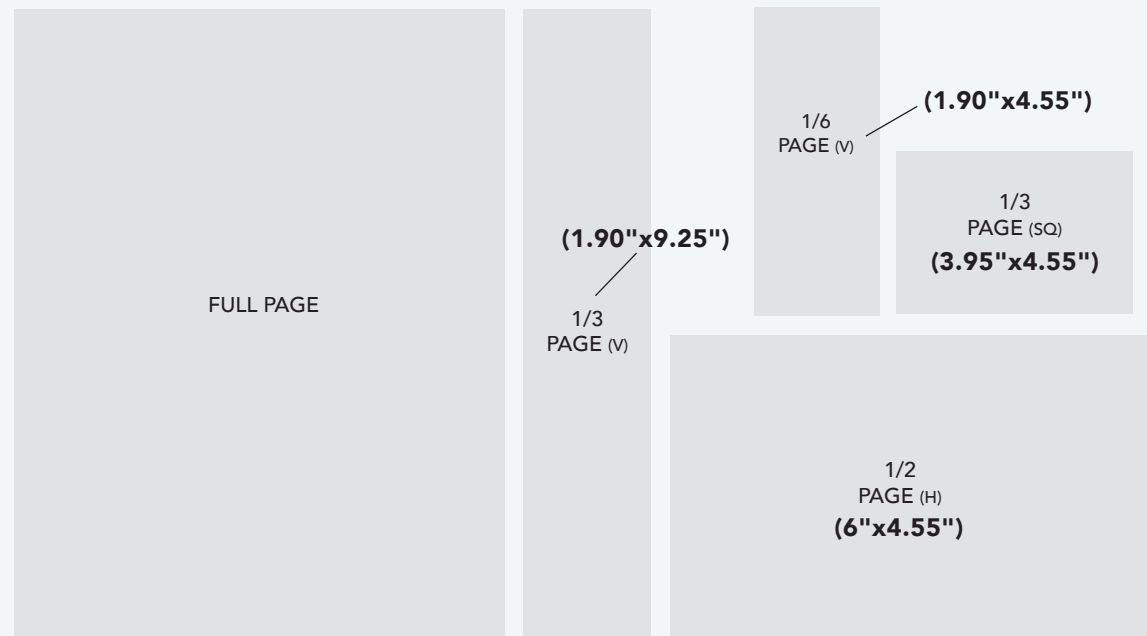
Full Page	\$4,425
1/2 Page	\$3,360
1/3 Page	\$2,080
1/6 Page	\$1,225

Ad Dimensions (Width X Height in Inches)

Live Area: 6" x 9.25" (Non-bleed option)

Trim: 7" x 10"

Bleed: Add .125" around all trim sides



Scenic Washington State

P.O. Box 564
 Custer, Washington 98240
 360-739-0701

Inserti Item 2. er

BILL TO: Downtown Camas Association P.O. Box 1034 Camas, WA 98607 360-216-7378	SHIP TO: Downtown Camas Association P.O. Box 1034 Camas, WA 98607
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Product Name: ScenicWA-2024	Ad Due Date: Feb 28, 2024 05:00 PM
Status: Approved	Payment Due Date: Mar 21, 2024

S.No. Product Details	List Price	Discount	Total
1. 4-Mount Rainier Full Page Integrated Media	\$ 4,495.00	\$ 2,247.50	\$ 2,247.50
INCLUDES: • Full Page Display Ad - Scenic Drives & Roadtrip Guide • Four 365WashingtonState Facebook Features • ScenicWA.com Listing • Exclusive e-newsletter Campaign			
			Sub Total \$ 2,247.50
			Adjustment \$ 0.00
			Grand Total \$ 2,247.50

Comments: Full page shared with Washougal- 1/2 page each. Thank you for being an early bird:)

Client Approval by: Carrie Schulstad

Signature _____ **Date:** ____ / ____ / ____

Sales Representative: Audrey Fraggalosch 360-739-6881

Terms and Conditions

The applicant, acting through the undersigned, who represents that the applicant duly authorizes him or her, agrees to the payments stated above. The undersigned has read this application including the terms and conditions at the bottom of this application or on any attachments, and by his/her signature acknowledges the receipt of a copy of this application and agrees to the terms and conditions as stated. The applicant understands and agrees that this contract is subject to acceptance by Scenic365 LLC (Scenic Washington State) who are hereby authorized to obtain and verify credit references pursuant to the terms of this agreement.

All payments to Scenic365 LLC hereunder shall be made at their corporate headquarters address on this agreement unless otherwise mutually agreed upon in writing. A \$1.50 bookkeeping fee or a finance charge of 1.5% per month (18% per annum) whichever is highest will be placed monthly on accounts with balances over 30 days. In the event that the Advertiser listed on this application shall fail to make payment for same when due, and Scenic365 LLC hires an attorney or refers this account for collection, advertiser agrees to pay Scenic365 LLC's costs of collection, including attorney fees. Jurisdiction and venue for any action concerning this agreement, or the performance thereof, shall lie exclusively in Whatcom County Superior or District Court, Bellingham, Washington. This agreement cannot be cancelled.

PROOFING & LIABILITY FOR ERRORS. Responsibility for final proofing of all production and services provided by Scenic365 LLC or its agents lies with the Advertiser. Neither Scenic365 LLC nor any of its employees or sub-contractors will be held liable for any errors or omissions to typesetting, camera-ready art or other advertising services created on behalf of the Advertiser. Scenic365 LLC will not be held liable for any output errors from disks or electronic submission provided by the Advertiser or their agents. In the event of an error caused by Scenic365 LLC, the maximum liability is limited to the space cost of the display or listing cost as per this advertising insertion agreement.

SCENIC *Washington*

Item 2.

*Always take the
scenic route!*

2024 MEDIA KIT

Stoke your wanderlust for the open road!

We all enjoy the freedom and flexibility of driving and traveling any time of year and often in the spur-of-the-moment.

With so many Scenic Byways, Washington State offers some of the best road trips in the country! Our Scenic Byways Guide and Map, along with our social features, e-campaigns and website will help you connect with roadtrippers seeking adventure in the Pacific Northwest.



Visit us on the web

Explore road trip ideas, feature stories and an interactive map at www.scenicwa.com



Social

Follow us on Facebook and Instagram for daily travel inspiration! #scenicWA



Weekly E-newsletter

Subscribe to our newsletter for weekly travel inspirations at www.scenicwa.com/scenic-wa-subscription



Scenic WA Guidebook & Map

Get our Scenic WA Road Trip Guide & full-size WSDOT Road Map featuring 29 of Washington's Scenic Byways for **FREE!** Order at **877-260-2731**



Print Products

SCENIC BYWAYS & ROAD TRIPS GUIDE

This is our signature locally-curated pocket guide featuring photos, illustrated regional maps and stories from the road by our staff of Washington State insiders. We share the hidden gems that make Washington truly unique and take visitors along for the ride!

Distribution

- 75,000 copies printed
- 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 and guide packet
- Direct Mailed upon request
- Washington State Ferries

Integrated Print & Digital Ad Packages*

MOUNT RAINIER \$4,495

- Full page ad (4” x 9” trim; 3.333” x 8.297” live; add 0.25” 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%

MOUNT ADAMS \$2,495

- Half page ad (3.33” x 4”) in Scenic Drives & Road Trips Travel Guide
- Three 365WashingtonState Facebook features annually
- ScenicWA.com listing

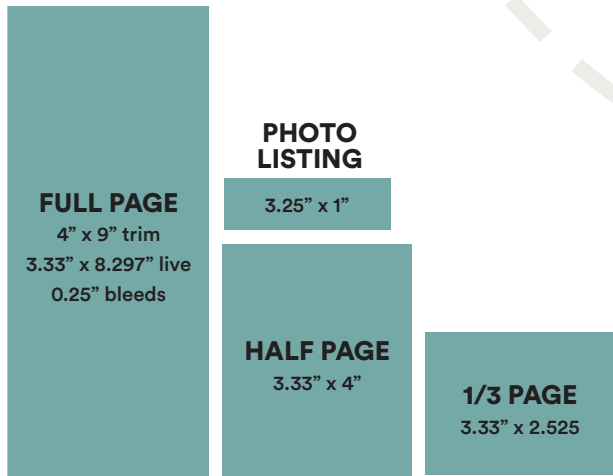
MOUNT BAKER \$1,495

- 1/3 page ad (3.33” x 2.525”) in Scenic Drives & Road Trips Travel Guide
- Two 365WashingtonState Facebook features annually
- ScenicWA.com listing

PHOTO LISTING \$495

- 1.7” x 1.3” photo, contact info and a 20 word description
- ScenicWA.com listing

Guidebook Ad Sizing



WASHINGTON STATE SCENIC BYWAYS ROAD MAP

When all is lost... including you and your cell coverage... a good old fold-out paper 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! This official WSDOT map features all 29 of Washington’s Scenic Byways.

New Enhanced Distribution

- 150,000 copies printed
- In partnership with the WSDOT and State of Washington Tourism, our 2024 Scenic Byways Road Map will be direct mailed on request through stateofwatourism.com and from the Scenic Washington call center.
- Map will be distributed at visitor information centers throughout Washington & Oregon.

Map Ad Sizes & Pricing*

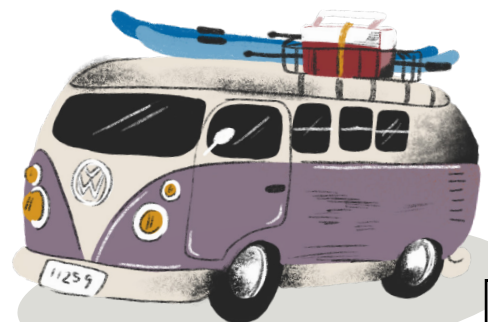
Back Panel (3.875” x 8.875”, 0.5” bleed) \$6,995

Inside Fold Panel (3.875” x 8.875”, 0.5” bleed) ... \$5,995

Full Panel (3.75” x 8.75”) - 6 available \$4,995

Half Panel (3.75” x 4.25”) - 10 available \$3,495

Quarter Panel (3.75” x 2”) - 6 available \$1,895



* Custom ad design available as an add on at \$60/hr

Exciting new offering

Item 2.

Digital Products

ScenicWA.com Listing \$240

Suggested Road Trips and Itineraries 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)

Social Media Campaigns \$395

Sharing and engaging is what being social is all about! We have 205,000 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 20,000 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.

Exclusive Email Campaign \$798

Don’t really need a feature story? Ask about our custom exclusive email campaigns sent to 20,000 double opt-in subscribers!

Photo & Video Production*

Our experienced photography & videography team will spend two days in your area capturing images of locations you request. Select a photo only package, or add on a video to help tell the story of your destination.

Photo Package starting at \$2,000

Photo & Video Package starting at \$5,000

*custom packages available

Dates to Remember

Insertion order due date: **2/28/2024**

Camera ready art & copy due: **3/15/2024**

Ready for distribution in **May 2024**

Reserve your spot by **November 30, 2023** to take advantage of our Early bird offer.

One social media feature to our 205,000 followers – \$395 value!

Get in Touch!

For more information please contact:

AUDREY FRAGGALOSCH

audrey@ScenicWA.com

Direct 360-739-6881

JENNIFER COLEMAN

jennifer@ScenicWA.com

Direct 360-739-0701



Next Dough Neighbor
 Hand-made, gourmet doughnuts from scratch
 412 NE 4th Ave | 360-873-6844

A Beer at a Time
 Craft beer/cider taproom and public house
 216 NE 3rd Ave | 360.835.5200

Camas Gallery
 Artists of the Northwest
 408 NE 4th Ave | 360.817.2415

SMALL TOWN CHARM • SCENIC LAKES & TRAILS • 15 MINUTES TO AIRPORT

Sweet Intention Gift Boutique
 Local artists, gourmet chocolate, fun gifts
 218 NE 4th Ave | 360.226.5160

Hollywood Hits | Independent Flicks
 Exclusive World-Class Event Cinema Presentations
 315 NE 4th Ave | 360.859.9555 | camasliberty.com

Nuestra Mesa
 Authentic Mexican cuisine, beer, wine & cocktails
 228 NE 4th Ave | 360.210.5311

BOUQUIN SHOPPING & DINING • FAMILY & PET FRIENDLY • HISTORIC HOTEL

Hidden River Coffee Roasters
 Come and Find Your Hidden River!
 536 NE 5th Ave

Allure Boutique
 www.allure-boutique.com
 407 NE 4th Ave | 360.844.6532

Bookish
 Books for children, young adults and their families
 335 NE 5th Ave | 503.329.8449 | bookish.com



Visit Downtown Camas!

Relax and enjoy a day or weekend away from the hustle and bustle of busy life in historic, quaint *Downtown Camas*. Explore our beautiful tree lined streets filled with locally owned boutiques, delicious restaurants and pubs, and pampering salons. Enjoy a movie at our historic theatre, hike or bike at nearby Lacamas Lake, and complete your day in style and comfort at our award winning historic boutique hotel.

Located just 15 minutes from the Portland airport, between downtown Portland, Vancouver and the scenic Columbia River Gorge, Camas provides a convenient, yet friendly and authentic small town experience.

Visit www.DowntownCamas.com for self guided tours.

downtown Camas
www.DowntownCamas.com

Camas Boutique Hotel
 Save 10% by booking directly
 405 NE 4th Ave | 360.834.5722 | camashotel.com



downtown Camas association
 Downtown Camas Association
 P.O. Box 1034, Camas, WA 98607 • 360.216.7378
www.downtowncamas.com

downtown Camas association

WALKING MAP

Printing: Minuteman Press • www.minuteman.com/us/locations/wa/camas
 Graphic Design: Reed Creative • www.reedcreative.com

Experience Historic Downtown Camas
SHOPPING • DINING • SERVICES



All phone numbers are 360 area code unless otherwise marked. For a complete list of downtown events and businesses, see www.DowntownCamas.com

SHOPPING

- 4Ever Growing Kids children's consignment & toys...210-5351..... 64
- Allure Boutique women's fashion and accessories 844-6532..... 33
- Arktana women's shoes, clothing, accessories 210 4077..... 35
- Attic Gallery local art..... 833-9747..... 27
- Bookish Independent children's bookstore.....503-329-8449.....5
- Camas Antiques gifts, garden, home..... 834-4062..... 21
- Camas Bike & Sport bikes, accessories, service..... 210-5160..... 2
- Camas Gallery local art and gifts 817-2415..... 61
- Cozy Cottage clothing and home decor.....823-3646..... 23
- Juxtaposition furniture, home decor, gifts 834-1810..... 38
- Lily Boutique women's clothing, accessories 834-9215..... 15
- Lutz Hardware & Garden Center 834-2663..... 40
- Naturally Healthy Pet food, toys, treats 609-3505..... 57
- Navidi's Olive Oils & Vinegars..... 210-5921..... 59
- Papermaker Pride Camas & PNW fan gear and gifts 210-7513..... 26
- Periwinkle's Toy Shoppe toys, games, books.....954-5795..... 59A
- Poppy & Hawk home decor, artisan made goods 210-4463..... 13
- Runyan's Jewelers fine jewelry, gifts..... 834-2992..... 24
- Safeway..... 834-7933..... 76
- Sweet Intention Gift Boutique gifts for all ages 226-5160..... 46
- The Pink Room 210-7150..... 1
- The Soap Chest handmade soap and skin care 834-1212..... 8
- Truly Scrumptious boutique baking and treat shop.. 954-5679..... 14
- William & Son Jewelers fine jewelry, watches..... 210-5555..... 44

BEAUTY, HEALTH & WELLNESS

- All Therapeutic Massage 624-6990..... 72
- Blossom Natural Health and Wellness 834-2732..... 16
- Camas Barber Shop 834-2755..... 45
- Camas Yoga & Co yoga and retail 210-5897..... 23
- Jazzercise Camas 980-0022..... 7
- Keller Med Spa & Laser..... 823-0795..... 10
- LiveWell Camas yoga, retail..... 844-5715..... 17
- LUX Artistry Collective hair, makeup 450-1450..... 53
- Magic Scissors family hair salon..... 210-4783..... 19
- Mandi MOON Artistry certified makeup artist..... 798-8291..... 29
- Moonlight Aveda Salon hair, makeup, nails..... 844-6018..... 3
- Nico Bella Salon beauty salon, spa..... 834-1818..... 37
- Painless Ric's Tattoo Studio tattoo, piercing..... 834-3899..... 49
- Peace Yourself Together wellness center..... 834-0589..... 9
- Petal & Thorn Wellness naturopath and apothecary 210-7226..... 18A
- Phayson SkinCare 449-2609..... 37
- Salon 904 hair salon..... 335-4110..... 77
- Salon Onyx hair salon 277-7900..... 30
- Simply Divine Beauty Studio skincare, lashes 834-1886..... 47
- The Nail Evolution Salon-Shop 833-3575..... 51

- The Wild Hair beauty salon..... 834-1010..... 29
- Urban Style Salon & Day Spa hair, nails..... 844-6061..... 12
- Wintzer Acupuncture 851-4268..... 28

DINING

- A Beer at a Time craft beer, pub food 835-5200..... 69
- Adams Street Bar & Grill beer, wine, pub food 833-1920..... 42
- Birch Street Uptown Lounge classic cocktails & more 210-7219..... 50
- Burgerville burgers, shakes 834-3289..... 73
- Caffe Piccolo espresso, pastries, paninis 834-7044..... 60
- Camas Cellars wine bar, wine club, events..... 925-323-1483.....75
- Camas Thai Cuisine 833-1175..... 20
- Caps N' Taps craft beer taproom & bottle shop..... 210-7244..... 25
- Cedar Street Bagel Company fresh bagels, sandwiches 844-6225..... 58
- Dairy Queen ice cream, burgers..... 834-2171..... 65
- Feast 316 steak, seafood, cocktails..... 210-7498..... 66
- Giatti's Speakeasy see Salud staff for password70
- Grains of Wrath craft brew, gastropub 210-5717..... 18
- Hidden River Roasters coffee & custom roasts..... 41
- Kop Chai Thai cuisine..... 834-5287..... 56
- Los Jalapeños Mexican cuisine..... 834-5856..... 52
- Mill Tavern beer, wine, pub food 833-0474..... 43
- Natalia's Café corner café, breakfast and lunch 844-5968..... 39
- Natalia's Malt Shop retro diner and ice cream 844-5968..... 39
- Next Dough Neighbor fresh made doughnuts ..360-87-DOUGH..... 62
- Nuestra Mesa Mexican cuisine..... 210-5311..... 48
- Salud Wine Bar ~ Italian Dining ~ Wine Storage..... 787-2583..... 70
- Squeeze & Grind coffees, smoothies 833-2404..... 4
- Subway sandwiches, soup 834-0210..... 74
- The Sushi Joint 210-4155..... 67
- Tommy O's at the Camas Hotel 833-0115..... 31

RECREATION, LODGING & INFO

- Camas Bike & Sport trail info and rentals 210-5160..... 6
- Camas Boutique Hotel complimentary breakfast 834-5722..... 32
- Camas Parks & Recreation 834-5307.....
- Camas-Washougal Chamber of Commerce
Visitor Information..... 834-2472..... 63
- Dance Evolution Zumba & dance 818-1695..... 68
- Downtown Camas Association 216-7378..... 45A
- Elida Art Studio art classes, gallery, art tours..... 904-8467..... 9A
- Liberty Theatre movies and specialty films 859-9555..... 22
- Sweetwater SUP/Kayak Rentals
seasonal at Lacamas Lake..... 609-1212.....
- Two Rivers Heritage Museum, Camas and Washougal History
1 Durgan St, Washougal 835-8742.....
- Universal Jiu Jitsu & Martial Arts 210-4588..... 11
- VEGA & Virtuosity Gymnastics and Dance 834-7424..... 71

SERVICES

- AUTO**
- Camas Mart and Gas Station 834-5966..... 4A
- Phill Kassab's Auto Repair 635-7725..... 2C
- Shell Gas Station 834-2357..... 4D
- FINANCIAL**
- Country Financial 258-2670..... 4A
- DePonceau & Associates, CPA and Business Advisors..... 844-6338..... 6D
- Edward Jones 834-9713..... 3B
- Granite Mortgage..... 771-4030..... 3D
- H&R Block 834-5880..... 5E
- IQ Credit Union..... 695-3441..... 4A
- Lacamas Financial Services..... 834-6470..... 5D
- Paulson, Dyra & Co., CPAs..... 834-4911..... 3F
- Riverview Community Bank 834-9997..... 5C
- U.S. Bank 834-2089..... 3A
- HEALTH**
- Bluebird Counseling 541-490-1786..... 2E
- Brester Dentistry 834-2182..... 1C
- Camas Hearing Clinic 833-0609..... 2E
- Camas Natural Health & Wellness chiropractic, massage..... 834-5733..... 2B
- Camas Vision Centre 834-2063..... 3A
- Clover Podiatry foot & ankle specialists 450-6644..... 1C
- Columbia Chiropractic chiropractic, massage..... 834-7300..... 3C
- Darling Chiropractic & Massage 834-5126..... 2B
- Design Dentistry, Aaron Rinta DMD 834-4990..... 2D
- Doula My Soul, Bryna Hayden 545-3356..... 2E
- Dr. Jennifer Stebbing, DO musculoskeletal & sports medicine..... 258-1746..... 5E
- Healing Sage Acupuncture & Herbal Clinic 798-7132..... 2B
- Vancouver Vision Clinic 834-4802..... 1B
- INSURANCE**
- Farmer's Insurance Shanahan 833-8333 E of 5F
- State Farm Insurance Julia Lo 256-4995..... 4A
- True Insurance Inc 276-1001..... 4D
- LEGAL**
- Hazen, Hess & Ott, PLLC..... 834-7957..... 3F
- Knapp, Odell, MacPherson Attorneys 834-4611..... 3E
- Posner Law Office, P.C. 524-4767..... 5D
- The Vern McCray Law Firm 834-6262..... 3D
- OTHER**
- 411 Art Collective..... 980-2413..... 3C
- Brown's Funeral Home 834-3692E. of 3F
- Cascade Hasson Sotheby's International Realty 419-5600..... 4C
- Camas Power Equipment 834-5355..... 4E
- Camas Technology Specialists 834-7942..... 4C
- Clothes Encounters custom alterations..... 831-1300..... 3C
- Columbia Cascade 800-547-1940..... 4F
- Coventry Gardens of London florist 254-4648.....
- Donna Roberts Group eXp Realty 521-5478..... 2C
- Evolutions Preschool 608-8387 E of 3F
- Fuel Medical Group business resources..... 210-5658..... 4B
- Georgia Pacific Corporation 834-3021W. of 3A
- Imperial Cleaners..... 834-3642..... 3B
- Journey Church 834-0700..... 4B
- Lara Blair Photography..... 980-2413..... 3C
- Lewallen Architecture, LLC 844-6002..... B4
- Minuteman Press 834-4662..... 2B
- More Realty 727-1077..... 4D
- Music & Arts Academy 503-807-3038E. of 5F
- Opus School of Music 833-9604..... 6F
- Proactive Network Technologies 326-6461..... 3F
- Salon 9A04 335-4110 E of 5F
- Seth Michael Psychic/Medium 980-1411..... 3C
- Straub's Funeral Home 834-4563..... 4B
- Windermere Crest Realty 834-3344..... 4C
- Wise Move Real Estate..... 986-5700..... 3B
- Zion Lutheran Church 834-4201 E of 4F



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 8,800.00		
Organization/Agency Name *	Parks and Recreation		
Federal Tax ID Number (EIN)			
Event or Activity Name *	Hometown Holidays		
Contact Name and Title *	Krista J. Bashaw		
Mailing Address *	Street Address		
	616 NE 4th Ave.		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	United States	
Phone *	entry format example 123-456-7890		
	360-817-7991		
Email *	kbashaw@cityofcamas.us		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

Hometown Holidays is the annual kick-off holiday event. It includes the holiday tree; "snow"; photos with Santa; entertainment by our local school choirs, bands and dance groups; 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 Assoc. "First Friday."

Projected Attendance/Population Reached

Total # Attendees	3000
# Traveling 50+ mi.	1 to 3 percent
# Traveling from out-of-state	unknown
# Overnight in paid accomm.	23 in Camas only
# Overnight in unpaid accomm.	unknown
# of Lodging Nights	3 - Friday through Sunday

Methodology to be used to capture attendance*

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Lodging Tax Application HH 20...	498.26KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Lodging Tax 2024 - how are fu...	393.05KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	23-1102 Hometown Holidays Fl...	3.98MB
	22-1123 Hometown Promo for ...	3.08MB
	HH press release final 2023.pdf	299.27KB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations
- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification*

I Acknowledge that all the information submitted in this application is accurate and true

Signature*

Krista J. Bashaw

Date

auto-captured by form
5/7/2024

Comments

Approve

Not Approved

Lodging Tax Application – “Hometown Holidays” 2024

Supporting Documentation

A. Amount requested: **\$8,800.00** (Capital: 20x30 canopy pole tent with full sides)
700.00 (Marketing: Advertising)
\$9,500.00 Total Request

B. Brief Budget

Income:

Matching Funds/Sponsorships \$3,600
 In-Kind Contributions \$5,500

 Total Cash & In-kind \$9,100

Expenses (Events Department only):

Staffing \$1,500
 Office/Operating Supplies \$2,200
 Tools & Equipment \$9,340 (**\$8,800** for new 20x30 tent)
 Professional Services \$4,600
 Advertising \$1,300 (**\$700** for print ads – lodging tax dollars)
 Rent/Lease \$5,900
 Utilities \$ 180

 Total Expenses \$25,020

C. Capital asset – unbudgeted \$8,800 (\$8,800 from lodging tax dollars)

D. Detailed Advertising Budget

Print Media
 Banners (completed) \$0
 Print Ads (Columbian; Post Record) \$700 (\$700 from lodging tax dollars)
 Merchant packets (in-house) \$0
 Print Posters/Fliers (in-house) \$0
 Press Releases \$0

 Social Media (in-house) \$0
 City of Camas and Parks & Rec Facebook and Web sites; Camas School District web page & Facebook;
 Downtown Camas Assoc. Facebook

E. Description of event and how it will assist in building tourism, etc. (2023 Flier attached)

Hometown Holidays is the annual kick-off holiday event coordinated by the City of Camas Parks & Recreation. Activities include the holiday tree lighting; “snow”; photos with Santa; entertainment by our local school choirs, bands, and dance groups; 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.

How Lodging Tax Grant Funds are to be Used

Funds will be utilized through the purchase of a new 20x30 pole/canopy tent with sides. The City of Camas does not own a tent of this size – large enough to accommodate the numerous school choirs, bands, community dance groups and large activities that entertain and engage our event attendees during this event. We currently borrow 20x30 tents from Washougal and rent from a vendor. With the request by merchants and DCA to have entertainment/activities on each block during this event, we hope to accommodate that request by adding a tent to the current Camas-Washougal inventory, through the purchase of a new tent using Lodging Tax funds.

Funds would also be used towards marketing the Hometown Holidays event, as in the past, by advertising in print media.



Camas Tree Lighting

Tree Lighting Returns! 5:00pm in front of Liberty Theatre
 (Tree lighting coordinated and sponsored by DCA and CW Chamber of Commerce)

5-8 p.m.

In charming Downtown Camas,
 decorated for the holidays!

**Santa (bring your camera!)
 Holiday Activities
 Entertainment
 Food and Refreshments**

**Photos with Santa | Kids' Crafts | Food & Refreshments
 Entertainment | Movie at Liberty Theatre**

Downtown Camas will be closed to parking & vehicular traffic at 10am.
 Parking Shuttle (regular & disabled) runs 4:00pm to 8:30pm.
 For the comfort and safety of your pets, please leave them at home.

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





Join Liberty Theatre for a special showing of a holiday favorite:

Elf (PG)
8:00PM*
Regular Admission

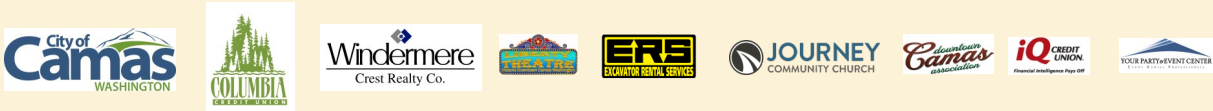
5:00-8:00pm

- Photos with Santa
- Kids' Crafts
- Entertainment
- Food and Refreshments
- Movie at Liberty Theatre

Downtown Camas is closed to parking & traffic at 10am. Parking shuttle runs 4:45 to 8:45pm. Please leave your pets at home.

For parking and event details, visit www.cityofcamas.us/parksrec
Coordinated by Camas Parks & Recreation

*Last shuttle departs at 8:45PM.





NEWS

November 13, 2023

Media Contacts:

Bryan Rachal, Director of Communications, 360-817-7035

Krista Bashaw, Recreation Coordinator – Special Events, 360-817-7991

kbashaw@cityofcamas.us

<https://www.cityofcamas.us/parks>

The Tree Lighting Returns for Camas’ Hometown Holidays

CAMAS, Wash – The City of Camas’ Hometown Holidays will return this year to downtown Camas with a full slate of activities, including the popular tree-lighting ceremony, Friday, Dec. 1, from 5 p.m. – 8 p.m.

Residents and visitors will once again enjoy a bustling downtown Camas, filled with school and community choirs, bands and dancers, photos with Santa (bring your camera!), crafts for the kids, street food vendors, and downtown restaurants and shops open for business. The tree-lighting ceremony returns after a three-year hiatus, kicking off the event at 5 p.m., thanks to the coordination and sponsorship by the Downtown Camas Association and the Camas-Washougal Chamber of Commerce. Hometown Holidays is coordinated and hosted by Camas Parks & Recreation and coincides with Downtown Camas Association’s First Friday.

Hometown Holidays and the events are free and open to all, thanks to the financial support of Columbia Credit Union, iQ Credit Union, Windermere Real Estate, Downtown Camas Association, Lutz Hardware and in-kind donors and volunteers. In addition, various restaurants and food vendors will be open to purchase food. Visitors can also use the opportunity to shop for their holiday gifts in Camas’ well-known historic downtown.

“This is one of our community’s favorite and festive events, getting us in the mood for the holidays and bringing our community together to share some of the joy of the season,” said Krista Bashaw, Special Events Coordinator with the City of Camas.

The free parking shuttle, courtesy of the Camas School District, will run its easy-to-park & ride event shuttles from 4 - 8:30 p.m. Four color-coded parking lots within 1-mile of downtown Camas will be incorporated into one continuous shuttle route. The shuttle route will stop at each of the parking lots and will drop off riders on the street between Camas City Hall and the Camas Public Library. The shuttle is free; details can be found at www.cityofcamas.us/parksrec; and click on the “Special Events” tab.

A few suggestions before venturing out this year, please leave dogs at home; this event is not a good fit, as it will feature very large crowds. Visitors can now park their strollers at the Festival Information Tent, located at 4th & Cedar St.; and Journey Church will also be hosting a

quiet room to allow diaper changing and nursing mothers.

Item 2.

For event locations and other event details, visit
<https://www.cityofcamas.us/parksrec/page/hometown-holidays-0>

--CITY--



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 3,044.60
Organization/Agency Name *	Camas Merchants Marketing
Federal Tax ID Number (EIN)	
Event or Activity Name *	Explore Camas Passport (summer)
Contact Name and Title *	Suzanne Ferguson, owner- Juxtaposition
Mailing Address *	Street Address 425 NE 4th Ave Address Line 2 City Camas State / Province / Region WA Postal / Zip Code 98607 Country Clark
Phone *	entry format example 123-456-7890 360-216-3446
Email *	suzanne@sf-artfuldesigns.com

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event*

Explore Camas Passport consists of 26+ downtown Camas Businesses- passport holders receive stamps and when the passport is complete it is submitted for a Grand Prize Drawing. The summer passport runs from roughly June 1 through Sept 30th, all 26 participating businesses will be marketing, we are planning a passport launch promotion- press releases, and other advertising. The passport is being designed by Reed Creative and we did secure one sponsor, Edward Jones. This is an informal group of merchants working together to further promote shopping and dining in downtown.5000 copies are being printed for the summer passport.

Projected Attendance/Population Reached

Total # Attendees 5000

Traveling 50+ mi.

Traveling from out-of-state

Overnight in paid accomm.

Overnight in unpaid accomm.

of Lodging Nights

Methodology to be used to capture attendance*

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

We will have the completed passports to verify counts. Passports are being turned in to the Chamber of Commerce for the Grand Prize Drawing.

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Explore Camas Passport finan...	32.48KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Explore Camas Passport.pdf	75.17KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	Participants list only.pdf	31.28KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	24042.CAMAS_passportv01si...	260.01KB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations
- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification*

I Acknowledge that all the information submitted in this application is accurate and true

Signature*

Suzanne Ferguson

Date

auto-captured by form
4/27/2024

Comments

Approve

Not Approved

Explore Camas Passport

Graphic Design	Reed Creative	\$1700.00
Printing	PaperMaker Pride	\$816.00 (plus tax and shipping) approx. \$1011
Stamps	Reed Creative	\$483.60
		\$18.60 each x approximately 26 participants
	Total:	\$3,194.60
	Sponsorship – Edward Jones	<u>-\$150</u>
		\$3044.60

Explore Camas Passport

In January a group of downtown business owners met to brainstorm ways to collaborate to further promote shopping and dining in Downtown Camas. An extended passport was one of several activities / promotions selected for 2024.

The passport features 26(+) participating downtown businesses and runs from June 1 through September 31st. Each business location is shown on a map and in the directory indicating the activity or action the passport holder needs to complete to receive a stamp. Examples of offers:

- Spend \$10- Get a Stamp!
- Attend a Free Jazzercise Class – Get a stamp!
- Free Chips & Salsa with purchase – Get a stamp!

Completed passports will be handed in to the Camas Chamber of Commerce. (After hours dropbox) Passport holders need 20 stamps to be eligible for the Grand Prize.

The Grand Prize is worth over \$1000 in products and gift cards from the participating businesses.

The summer passport will consist of 5000 copies distributed through the participating locations.

Marketing:

The passport design includes the development of the passport logo, which will be designed so that it can be used in future passport iterations. (We are planning a Holiday version of the passport as well)

Our design package will also include social images that all businesses will use to consistently promote the passport.

The business owners participating have volunteered in various capacities to help further the promotion of the passport including the following:

- Press Releases sent to all area media, print, digital, and radio
- Printed posters and counter signs
- Social media advertising from 26 local businesses
- Email blasts by participating businesses
- Group is creating a Facebook page for explaining the passport, marketing, and creating excitement around the Grand Prize Drawing

Participating Businesses:

4 Ever Growing Kids	Allure Boutique	Arktana	Autumn Leaf Books
Caffee Piccolo	Camas Antiques	Camas Boutique Hotel	Camas Cellars
Camas Plant & Gift	Feast 316	Hidden River Roasters	Jazzercise Camas
Juxtaposition	Keller Med Spa	Lane Cellars	Lily Boutique
Livewell Camas	Natalia’s Café	Papermaker Pride	Periwinkles Toy Shop
Poppy & Hawk	Red Door Gallery	Runyan’s Jewelers	Salud
Sweet Intention Gift	Tommy O’s	Grains of Wrath	

4 ever Growing kids	4EverGrowingKids@gmail.com	4Ever Growing Kids440 NE 4th AveCamas, WA 98607(360)210-5351
Allure	bobbi@allure-boutique.com	Allure Boutique407 NE 4th AveCamas, WA 98607(360)844-6532
Arktana	Ann@arktana.com	Arktana415 NE 4th Ave. Camas, WA 98607(360)210-4077
Autumn Leaf Bookstore	autumnleafbookstore@gmail.com	Autumn Leaf Books334 NE 4th Ave.Camas, WA 98607360.553.4788
Caffe Piccolo	caffepiccoloparadiso@ymail.com	Caffe Piccolo
Camas Antiques	camasantiques@gmail.com	305 NE 4th aveCamas, WA 98607Camasantiques@gmail.com
Camas Boutique Hotel	prashant@camashotel.com	405 NE 4th AvenueCamas, WA 98607
Camas Cellars	camascellars@gmail.com	222 NE Everett Street Suite 101Camas, WA 98607360-210-0171
Camas Plant & Gift	hello@livewellcamas.com	417 NE Birch Street, Camas, WA 98607360-844-5715
Feast 316	camasfeast316@gmail.com	Feast 316316 NE Dallas Camas, WA 98607360.834.7044
Hidden River Roasters	serene@hiddenriverroasters.com	Hidden River Roasters 536 NE 5th Ave.Camas, WA 98607(360)
Jazzercise Camas	jazzercisecamas@gmail.com	Jazzercise Camas514 NE Dallas St. Camas, WA 98607(360)980-0022
Juxtaposition	suzanne@sf-artfuldesigns.com	Juxtaposition425 NE 4th Ave. Camas, WA 98607(360)834.1810
Keller Med Spa	mrwmarketing@yahoo.com	Keller Med Spa & Laser 715 NE 5th Ave. Camas, WA 98607 (360)823-0795
Lane Cellars	lanecellars@gmail.com	Lane Cellars340 NE 4th Ave.Camas, WA 98607(360)607-8784
Lily Boutique	Threeofheartslily@gmail.com	
Livewell Camas	jacquie@livewellcamas.com	417 NE Birch Street, Camas, WA 98607360-844-5715
Natalia's Café	ericaslothower@gmail.com	437 NE 4th Avenue, Camas, WA 98607360-834-3421
Papermaker Pride	karen@papermakerpride.com	339 NE 4th AvenueCamas, WA 98607360-210-7513
Periwinkles Toy Shop	periwinklestoys@gmail.com	Periwinkle's Toy Shoppe 326 Cedar St. Camas, WA 98607(360)954-5795
Poppy & Hawk	poppyandhawk@gmail.com	Poppy & Hawk223 NE 4th Ave.Camas, WA 98607(360)210-4463
Red Door Gallery	pikeadvertising@comcast.net	Red Door Gallery 411 NE Dallas St.Camas, WA 98607(360)281-8720
Runyan's Jewelers	erin@runyansjewelerscamas.com	327 NE 4th AvenueCamas, WA 98607360-834-2992
Salud	tony.dotson@saludwine.com	224 NE 3rd Avenue, Camas, WA360-787-2583
Sweet Intention Gift	lisa.sweetintention@gmail.com	218 NE 4th Avenue, Camas,WA360-226-5160
Tommy Os	Ozzie.tommyos@gmail.com	Tommy O's at the Camas Hotel401 NE 4th Ave. Camas, WA 98607(360)833-0115
Grains of Wrath	brendan@gowbeer.com	230 NE 5th AvenueCamas, WA 98607360-210-5717

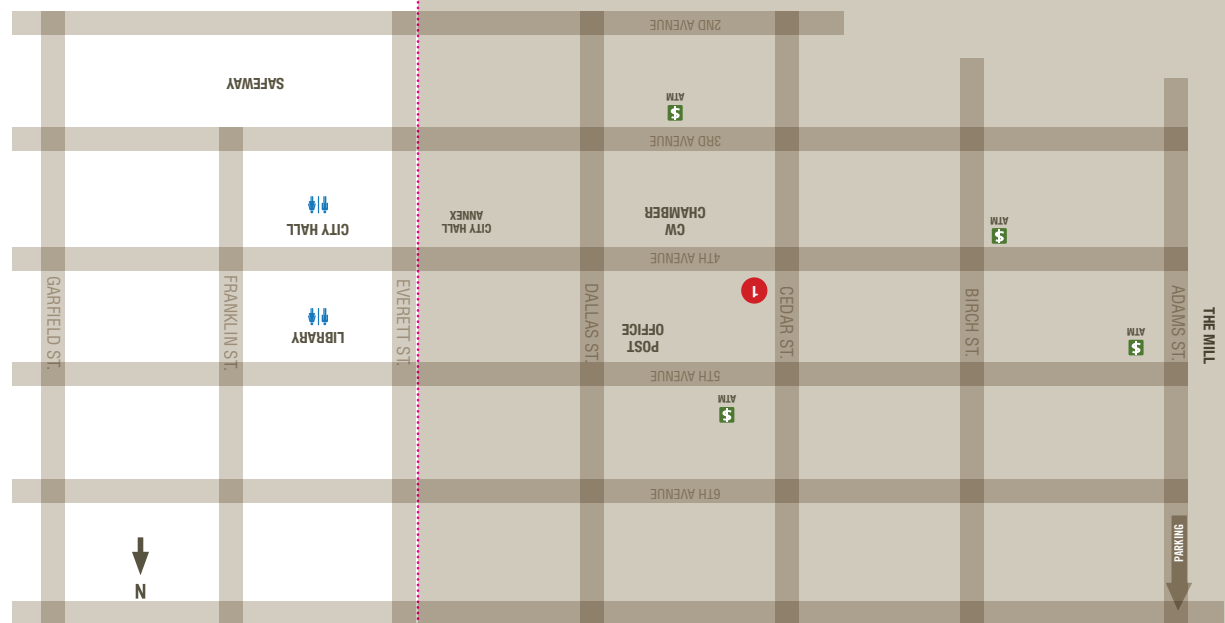
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Item 2.



LEGEND

- retail shops
- restaurants/bars
- service
-  public restrooms
-  ATM



PARTICIPANTS

PARTNER LOGOS HERE				

SPONSORS

--	--	--

www.vwebsite.com

04/24

Camas Passport

**LOGO HERE
WITH
SEASON BANNER**

www.website.com
#HASHTAGS



1 Retailer name her
OFFER GOES HERE
BOGO or %/\$ OFF
address goes here
fb/ig links/**www.url.com**

10 Retailer name her
OFFER GOES HERE
BOGO or %/\$ OFF
address goes here
fb/ig links/**www.url.com**

19 Retailer name her
OFFER GOES HERE
BOGO or %/\$ OFF
address goes here
fb/ig links/**www.url.com**

25 Retailer name
OFFER GOES Item 2.
BOGO or %/\$ OFF
address goes here
fb/ig links/**www.url.com**

2 Retailer name here
OFFER GOES HERE
BOGO or %/\$ OFF
address goes here
fb/ig links/**www.url.com**

11 Retailer name her
OFFER GOES HERE
BOGO or %/\$ OFF
address goes here
fb/ig links/**www.url.com**

20 Retailer name her
OFFER GOES HERE
BOGO or %/\$ OFF
address goes here
fb/ig links/**www.url.com**

26 Retailer name her
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address goes here
fb/ig links/**www.url.com**

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OFFER GOES HERE
BOGO or %/\$ OFF
address goes here
fb/ig links/**www.url.com**

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21 Retailer name her
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18 Retailer name her
OFFER GOES HERE
BOGO or %/\$ OFF
address goes here
fb/ig links/**www.url.com**

1. Take advantage of the promotion offered at different locations and earn a stamp for each stop!

2. Turn in your completed passport to CW Chamber & Visitor's Center by 09/30/24 to be entered for a chance to win the Grand Prize! The more stamps you have the greater your chances to win!

total number of stamps earned

.....

name

email

tel

date completed

*SEE FACEBOOK PAGE LINK HERE FOR GRAND PRIZE DESCRIPTION AND WINNER

179



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 500.00		
Organization/Agency Name *	LiveWell Camas		
Federal Tax ID Number (EIN)	832,745,682		
Event or Activity Name *	CAMAS PRIDE: Live Your Best Life BLOCK PARTY		
Contact Name and Title *	Jacquei Hill, Executive Director		
Mailing Address *	Street Address		
	417 NE Birch Street		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	USA	
Phone *	entry format example 123-456-7890		
	360-844-5715		
Email *	jacquie@livewellcamas.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

We are so excited to announce our Second Annual CAMAS PRIDE: Live Your Best Life BLOCK PARTY on Sunday JUNE 23! This Block Party is an opportunity to have a whole lot of fun and to celebrate with the Camas and surrounding communities! This is an all-ages family-friendly event full of many ways to express yourself, access resources and build community. The event hours are 11 am-4 pm.

Projected Attendance/Population Reached

Total # Attendees	150
# Traveling 50+ mi.	1-10
# Traveling from out-of-state	20
# Overnight in paid accomm.	1-10
# Overnight in unpaid accomm.	1-10
# of Lodging Nights	1

Methodology to be used to capture attendance*

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

- Other description:

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Pride Block Party Budget_5.6.2...	27.66KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Pride Block Party_Use of Fund...	9.45KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	Board Members List.pdf	23.6KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	CamasPrideBlockParty.pdf	179.69KB
	DRAFT_Camas Pride Block Pa...	46.01KB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
 - Attendance
 - Number traveled over 50 miles
 - Number traveled from another state/country
 - Number stayed overnight
 - Overnight in paid accommodations
- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
 - Direct Count
 - Indirect Count
 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification*

I Acknowledge that all the information submitted in this application is accurate and true

Signature*

Jacquie M Hill

Date

auto-captured by form
5/6/2024

Comments

Approve

Not Approved

Item	Budget
Venue Accessories (e.g., tables, tents, chairs):	\$150
Decorations and Supplies:	\$200
Entertainment (e.g., DJ, performers):	\$200
Refreshments and Snacks:	\$150
Advertising in Nearby Cities:	\$200
City Permit Fee: \$50	\$50
Miscellaneous (e.g., signage, printing costs):	\$50
Total Budget:	\$1,000

With a budget of \$500, we plan to strategically target nearby cities through paid social media advertising campaigns. These ads will highlight the vibrant and inclusive atmosphere of our pride month event, enticing tourists to join us for a day of celebration and unity. By reaching audiences beyond our immediate area, we aim to attract visitors from neighboring communities, ultimately enhancing the diversity and excitement of our event and bringing in new visitors to Camas.

LiveWell Camas Board

President.....Tim Watkins
Secretary.....Beth Ann Bloomfield-Fox
Treasurer.....Cara Orchel
Community Outreach.....Chelsea Zibolsky
Teacher Liason.....Kim Long
Board Member.....Blythe Ayne
Exectutive Director.....Jacquie Hill

Live Your Best Life

JUNE 23

11 AM - 4PM

CAMAS PRIDE

**BLOCK
PARTY**

**DOWNTOWN CAMAS
NE BIRCH AVE
BETWEEN 4TH AND 5TH**

We are so excited to announce our Second Annual **CAMAS PRIDE: Live Your Best Life BLOCK PARTY** on Sunday JUNE 23! This Block Party is an opportunity to have a whole lot of fun and to celebrate with you all! This is an all-ages family-friendly event full of many ways to express yourself, access resources and build community. The event hours are 11 am-4 pm.

Does it cost money to attend?

The CAMAS PRIDE: Live Your Best Life BLOCK PARTY is a donation-based event. We suggest a \$5-10 donation, but no one will be turned away for lack of funds. There will be a variety of activities and vendors on sight including food vendors.

What are the general rules for attending the block party?

- Be respectful of all attendees
- All bags, containers, and packages are subject to search
- Alcohol and Drugs of any kind are prohibited

What items are prohibited?

- Alcohol & Drugs
- No vaping, smoking, or cannabis edibles are allowed
- Weapons of any type
- Smoking of any kind
- Air horns, instruments, or laser pointers
- Unauthorized or unlicensed vendors

Where is the block party located?

The CAMAS PRIDE: Live Your Best Life BLOCK PARTY is located downtown Camas NE Birch Ave between 4th and 5th.

Where is nearby parking?

There is no designated parking for the block party. Street parking is available nearby, but space is limited. There is a public parking lot on Birch and 7th.

Can I bring drinks and food into the block party?

Yes, attendees are allowed to bring their own food and drinks into the block party, with a few restrictions. No alcohol or cannabis edibles are allowed into the block party grounds.

Are pets allowed in the block party?

Yes, animals are allowed into the block party, but they must be contained or on a leash at all times. All pet waste must be cleaned up by owners.



2024 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 6, 2024)

Amount of Lodging Tax Requested *	\$ 5,000.00		
Organization/Agency Name *	Why Community		
Federal Tax ID Number (EIN)	820,601,374		
Event or Activity Name *	Santa's Holiday Hustle		
Contact Name and Title *	Sherri McMillan, President		
Mailing Address *	Street Address		
	1011 Broadway		
	Address Line 2		
	City	State / Province / Region	
	Vancouver	WA	
	Postal / Zip Code	Country	
	98660	USA	
Phone *	entry format example 123-456-7890		
	360-798-4744		
Email *	sherri@nwpersonaltraining.com		

Application Questions

Activity Type *

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds
(select all that apply)

Check all that apply to this application *

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Which one applies to your agency *

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

Describe your tourism-related activity of event *

A holiday-themed 5K run/walk with a mission to get families active, spread holiday cheer, and highlight the beautiful community of Camas WA

In 2023, we have 778 participants that completed the race. In addition, we provided complimentary race entries to 154 kids to make it a wonderful family event.

It is also a fundraising event for local schools, clubs, teams and Exchange Rehabilitation.

Last year, we had athletes travel to do the event from 8 states and 2 countries (USA and Canada). The average percentage of our participants traveling from out of state or more than 50 miles is on average 25% making this a great event to support Tourism.

Our goal is to bring family friendly events into communities that offer people the chance to be active and have fun. We have the database and the ability to advertise this event to a number of people who may have not been to Camas or heard of the area before.

Economic Impact:

The economic impact for events similar to Santa's Holiday Hustle calculate an economic impact of \$313/athlete. For our 2024 event with a goal of 1000 participants that would equate to an economic impact of \$313,000.

Many athletes who are introduced to an area like Camas with so many parks and trails will continue to return to on a regular basis to go for runs and eat out. The majority of this event weekend and residual spending includes food and beverage, lodging, retail shopping, entertainment, race registration and miscellaneous spending.

We can increase the economic impact of this event by having the funds to market outside of our local area to attract more out-of-region

participants who will need to spend funds on accommodations and food. By marketing our event throughout Seattle, Bend, Spokane, Boise, and Eugene and other large markets outside of our direct region and encouraging these athletes to come to Camas for a fun, festive weekend, we can significantly increase the spending in our area.

Projected Attendance/Population Reached

Total # Attendees	1000
# Traveling 50+ mi.	250
# Traveling from out-of-state	125
# Overnight in paid accomm.	250
# Overnight in unpaid accomm.	750
# of Lodging Nights	250

Methodology to be used to capture attendance *

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
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- Other: Please describe below

- Other description:

Attachments

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

Itemized Budget (income and expenses) *	Budget Santa's Holiday Hustle ...	167.12KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Santas Holiday Hustle Descript...	89.36KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	WHY Community Filed Articles ...	514.23KB
	JPG, PDF, TIF	
Organizations Board Members List	Board of Directors 2024 Why C...	317.92KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	Santas Posse brochure 2021 1...	5.06MB
	JPG, PDF, TIF	

Activity Report Info

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
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 - Number traveled over 50 miles
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 - Direct Count
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 - Representative Survey
 - Informal Survey

If you have any questions - send an email to administration@cityofcamas.us with Lodging Tax Application in the subject line.

SIGNATURE AUTHORIZATION & CERTIFICATION:

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

Certification *

I Acknowledge that all the information submitted in this application is accurate and true

Signature *

Sherri McMillan

Date

auto-captured by form
4/5/2024

Description – How funds will be used for Santa’s Holiday Hustle:

Our goal is to bring family friendly events into communities that offer people the chance to be active and have fun. We have events all over the PNW and as the largest Running and Multi-Sport company in our area we have the ability to advertise this event to a number of people who may have not been to Camas or heard of the area before.

Running events such as Santa’s Holiday Hustle in our region have calculated an economic impact of \$313/athlete. Our athletes will eat, shop, buy gas and stay in local hotels for the weekend. For our 2024 event, that would equate to an economic impact of \$313,000 with 1000 athletes. This figure doesn’t even include the economic impact for spectators.

The majority of this spending includes food and beverage, lodging, retail shopping, entertainment, event registration and miscellaneous spending.

We can increase the economic impact of this event by having the funds to market outside of our local area to continue to attract more out-of-region participants who will need to spend funds on accommodations and food. By marketing our event throughout Seattle, Bend, Spokane, Boise, Eugene and other large markets outside of our direct region, we can significantly increase the spending in our area.

We will use funds to provide complimentary free race entries to kids 12 and under which will attract athletes from all over the region and to help promote our event in the following way and attract participants from all over the Pacific Northwest:

- Posters and rack cards throughout Oregon and Washington
- Emailing to our online database. Over 100,000 reach weekly
- Promote at other race event expos across the Pacific NW
- Social media – Facebook, Instagram, Youtube – 15,000 followers and a monthly reach of over 60,000
- Posting to regional and national online running event calendars and press releases to local, regional and national running and active publications
- SWAG that promotes the event and the City of Camas including event tshirts, medals etc
- Digital & Social Media Advertising – aggressive Facebook campaign
- Aligning with our beneficiaries

Although this event happens over a weekend, the marketing and tourism impact for the City of Camas happens throughout the entire year. The return on investment is significant as indicative by our ongoing relationships with multiple communities around the Pacific Northwest. They recognize that our events bring people to their communities and that has a direct and massive economic impact during race weekend and continues throughout the entire year.



SANTA'S POSSE 5K

December 19, 2021

**NOW IN
CAMAS!**

#WHYSANTASPOSSE • **5K** • #WEAREBETTERTOGETHER



REGISTER & DETAILS AT

WHYRACINGEVENTS.COM

- Make a new Family Tradition in Downtown Camas!
- \$1 of every registration goes to Clark County Sheriff's Santa's Posse
 - Kids 12 and under race for FREE
 - Ages 13-17 race for 50% OFF!
- Santa's Posse collects and distributes toys and food to make a special Christmas holiday season for less fortunate families in Clark County. Last year, Santa's Posse helped 1000 families and provided Christmas for over 3,400 children in our community.



COOL SWAG!



Santa Suits with Santa's Jacket, Pants, Hat and Beard for everyone!




THANK YOU TO OUR GENEROUS SPONSORS



BENEFICIARIES

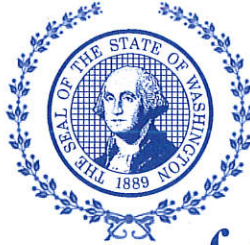


Why Community Board of Directors

	<p>Sherri McMillan - President Master's Degree in Exercise Science Fitness Professional 30+ years Race Director 15+ years Author and Award-winning International Fitness Presenter</p>
	<p>Wendy Hull – Secretary Administrative Officer for Federal Government Transportation Department for 26 years Business Owner</p>
	<p>Tamara Fuller – Board Member Corporate Real Estate – 22+ years Greater Vancouver Chamber of Commerce Board Member 2007-Current; Chair of the Board 2020-2021 and 2021-2023 The Rotary Club of Greater Clark County 2001-2012 SW Washington Junior Achievement Advisory Council 2007-2009</p>
	<p>Frank Goulard – Board Member</p> <ul style="list-style-type: none"> • BS Statistics, BPE Education, MS Education • Math Faculty – Portland Community College since 1981 • Oregon Higher Education Coordinating Commission (HECC) commissioner since 2013 • Race Director Multi-Sports Events and Triathlon Club President 1983-1994 • Age group Triathlete/Runner since 1967
	<p>Dan Donovan – Board Member</p> <ul style="list-style-type: none"> • Director - Federal Highway • Wisconsin native • Civil Engineering – University of Wisconsin • Iowa state university • Lifelong runner
	<p>Jim West – Board Member</p> <ul style="list-style-type: none"> • Licensed Commercial Real Estate Broker at Jim West Commercial Real Estate • Studied Economics at Willamette University • Rotary Club Board Member • Stroke Survivor • Lifelong runner, triathlete & hiker

UNITED STATES OF AMERICA

The State of



Washington

Secretary of State

I, **KIM WYMAN**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

WHY COMMUNITY

a/an WA Non-Profit Corporation. Charter documents are effective on the date indicated below.

Date: 2/14/2017

UBI Number: 604-091-517



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Kim Wyman, Secretary of State

Date Issued: 2/16/2017

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**ARTICLES OF INCORPORATION
OF
WHY COMMUNITY**

The undersigned individual, acting as incorporator under Chapter 24.03 RCW, or the Washington Nonprofit Corporation Act (the "Act"), adopts the following Articles of Incorporation.

ARTICLE I – NAME

The name of the corporation is WHY Community.

ARTICLE II – PERIOD OF DURATION

The period of duration of the Corporation is perpetual.

ARTICLE III – PURPOSE

The corporation is a public benefit corporation. It is organized and must be operated exclusively for educational and cultural purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future Federal tax code. The Corporation's purpose is to help provide opportunities for low income or disadvantaged individuals to train for and participate in community racing and athletic events.

ARTICLE IV – FEDERAL INCOME TAX EXEMPT ACTIVITIES

Notwithstanding any other provision of these Articles of Incorporation, the corporation may not carry on any activities not permitted to be carried on (a) by a corporation exempt from federal income taxation under IRC §501(c)(3) and (b) by a corporation, contributions to which are deductible under IRC §§170(c)(2), 2055(a)(2), and 2522(a)(2). No part of the net earnings of the corporation may inure to the benefit of any private shareholder or individual. No substantial part of the activities of the corporation may consist of carrying on propaganda, or otherwise attempting, to influence legislation, except as may be permitted under IRC §501(h), and the corporation will not participate in, or intervene in (including publishing or distributing statements), any political campaign on behalf of or in opposition to any candidate for public office.

ARTICLE VI – DISTRIBUTION AT DISSOLUTION

Upon the dissolution or final liquidation of the corporation, and after the payment or provision for payment of all the liabilities of the corporation, the remaining assets of the corporation will be distributed to such organization or organizations that are then described in IRC §§501(c)(3), 170(c)(2), 2055(a)(2), and 2522(a)(2) and/or to the United States or any state for exclusively public purposes as the board of directors determines.

ARTICLE VII – NON-MEMBER ORGANIZATION

The corporation will not have members.

ARTICLE VIII – DIRECTORS

The names and addresses of the initial directors of the corporation are:

<p>Sherri McMillan</p>	<p>1011 Broadway Vancouver, WA 98660</p>
------------------------	--

The incorporator has obtained the consent of all directors named to serve. All directors of the corporation other than the initial directors will be elected at the time, in the manner, and for the terms to be set forth in the corporation's bylaws.

ARTICLE IX – LIMITATION OF DIRECTOR AND OFFICER LIABILITY

No director or uncompensated officer will be personally liable to the corporation for monetary damages for conduct as a director or an officer unless the Washington Nonprofit Corporation Act prohibits eliminating or limiting the liability of a director or an officer for the particular act or omission. No amendment to the Washington Nonprofit Corporation Act that further limits the acts or omissions for which elimination of liability is permitted will affect the liability of a director or an officer for any act or omission that occurs before the effective date of the amendment.

ARTICLE X – INDEMNIFICATION OF DIRECTORS AND OFFICERS

The corporation will indemnify to the fullest extent specifically authorized by the Act any current or former director or officer of the corporation who is made, or threatened to be made, a party to an action, suit, or proceeding, whether civil, criminal, administrative, investigative, or otherwise (including an action, suit, or proceeding by or in the right of the corporation), by reason of the fact that the person is or was a director or officer of the corporation. The corporation will pay for or reimburse the reasonable expenses incurred by any such current or former director or officer in any such proceeding in advance of the final disposition of the proceeding if the person sets forth in writing (a) the person's good-faith belief that the person is entitled to indemnification under this Article and (b) the person's agreement to repay all advances if it is ultimately determined that the person is not entitled to indemnification under this Article. No amendment to this Article that limits the corporation's obligation to indemnify any person will have any effect on such obligation for any act or omission that occurs before the later of the effective date of the amendment or the date notice of the amendment is given to the person. This Article will not be deemed exclusive of any other provisions for indemnification or advancement of expenses of directors, officers, employees, agents, and fiduciaries that may be included in any statute, bylaw, agreement, general or specific action of the board of directors, vote of the members, or other document or arrangement.

ARTICLE XI – REFERENCES

All references in these Articles of Incorporation to sections of the Internal Revenue Code of 1986, as amended, or the Act will be deemed to refer also to the corresponding provisions of any future federal tax or Washington nonprofit corporation laws.

ARTICLE XII – REGISTERED AGENT

The address of the corporation’s initial registered office and the name of its initial registered agent at that location are:


Horenstein Law Group PLLC 500 Broadway, Suite 120
Vancouver, WA 98660

ARTICLE XIII – INCORPORATOR

The name and address of the incorporator are:

Sherri McMillan 1011 Broadway
Vancouver, WA 98660

DATED: February 13, 2017.



SHERRI MCMILLAN
Incorporator

PERSON TO CONTACT ABOUT THIS FILING:

Josaundra Hansen
Tel (360) 696-4100
Fax (360) 696-5859

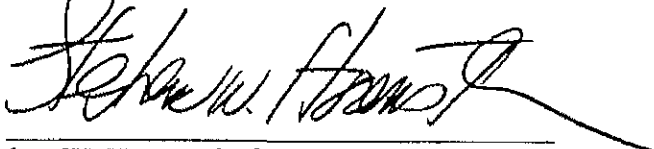
CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, Horenstein Law Group, PLLC, hereby consent to serve as Registered Agent in the State of Washington for WHY Community.

I understand that as agent for the Corporation, it will be my responsibility to receive service of process in the name of the Corporation; to forward all mail to the Corporation; and to immediately notify the office of the Secretary of State in the event of my resignation, or of any changes in the registered office address of the Corporation for which I am agent.

DATED: February 14, 2017.

HORENSTEIN LAW GROUP, PLLC



By: _____
Stephen W. Horenstein, Manager

Address of Registered Agent:
500 Broadway, Suite 120
Vancouver, WA 98660

WHY RACING EVENTS INC				
2024 Budget				
Santa's Holiday Hustle				
		2024 ESTIMATED BUDGET		
	TOTAL PARTICIPANTS	1,000		
Income				
Billable Expense Income				
Markup				
Rental Income				
Sales		\$ 40,000.00		
Holdback		\$ -		
Itabs		\$ -		
Parking		\$ -		
Retail		\$ -		
Retail - Taxes Paid RSU		\$ -		
Total Sales		\$ 40,000.00		
Sales of Product Income		\$ -		
Sponsorship		\$ 5,000.00		
Lodging Tax Dollars		\$ 5,000.00	??	
Vendor Booth		\$ -		
Total Sponsorship		\$ 10,000.00		
Unapplied Cash Payment Income		\$ -		
Uncategorized Income		\$ -		
UNKNOWN INCOME		\$ -		
Total Income		\$ 50,000.00		
Expenses		\$ -		
		\$ -		
Advertising and Promotion		\$ 5,500.00		
Amortization Expense		\$ -		
Automobile Expense		\$ 800.00		
Automobile Insurance		\$ 72.00		
Total Automobile Expense		\$ 872.00		
Bank Service Charges		\$ 75.00		
Computer and Internet Expenses		\$ 275.00		
Cost of Goods		\$ -		
Awards		\$ 175.00		

Bags		\$	-		
Bibs		\$	1,000.00		
Equipment Rental					
Cooler Rental		\$	-		
Event Space		\$	-		
Garbage / Recycling		\$	-		
Misc Equipment Rental		\$	-		
Porta Potties		\$	2,750.00		
Radios		\$	-		
Staging / Tent Rental		\$	-		
Traffic Control Equipment		\$	450.00		
Truck Rental		\$	-		
Total Equipment Rental		\$	3,200.00		
Food And Beverage		\$	1,500.00		
Insurance Expense		\$	250.00		
Medals		\$	5,000.00		
Merchandise		\$	150.00		
Permits		\$	350.00		
Parking Fees		\$	-		
USAT Fees		\$	475.00		
Total Permits		\$	825.00		
Supplies		\$	1,000.00		
Swag - Bottles, Bags, Athlete Gifts		\$	1,000.00		
Swim Caps		\$	-		
T-Shirts		\$	7,000.00		
Temp Help		\$	-		
Total Cost of Goods		\$	21,100.00		
DEPOSIT		\$	-		
Depreciation Expense		\$	-		
Donation		\$	1,500.00		
Donation-Volunteer		\$	1,000.00		
Dues and Subscriptions		\$	300.00		
Education		\$	-		
Gifts		\$	-		
HEALTH INSURANCE		\$	1,000.00		
DENTAL INSURANCE		\$	25.00		
Total HEALTH INSURANCE		\$	1,025.00		
Industry Fees		\$	-		
Interest Expense		\$	700.00		
Penalties		\$	-		
Total Interest Expense		\$	700.00		

Meals and Entertainment		\$	100.00		
Moving		\$	-		
Office Supplies		\$	125.00		
Postage		\$	100.00		
Professional Fees					
Accounting		\$	42.75		
Announcer		\$	-		
DJ		\$	600.00		
Entertainment		\$	-		
Flagging		\$	950.00		
Legal		\$	50.00		
Medical		\$	-		
Misc Professional Fees		\$	-		
Motorcycles		\$	-		
Operations Manager		\$	-		
Pacing		\$	-		
Photography		\$	1,000.00		
Police Services		\$	-		
Security		\$	-		
Timing		\$	3,500.00		
Videography		\$	1,000.00		
Total Professional Fees		\$	7,142.75		
Purchases		\$	-		
Reconciliation Discrepancies		\$	-		
Rent Expense		\$	450.00		
Repairs and Maintenance		\$	100.00		
State Taxes		\$	175.00		
Storage		\$	-		
Taxes		\$	-		
Telephone Expense		\$	175.00		
Total Payroll Expenses		\$	-		
Payroll Expenses		\$	-		
Payroll Fees		\$	200.00		
Payroll Taxes		\$	600.00		
Payroll Expenses		\$	800.00		
Wages		\$	7,500.00		
Child Support		\$	-		
Employee Advance		\$	-		
Total Wages		\$	7,500.00		
Total Payroll Expenses		\$	8,300.00		
Travel Expense		\$	-		

