



Lodging Tax Advisory Committee Meeting Agenda
Tuesday, July 20, 2021, 4:00 PM
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 to enable the City to make reasonable accommodations to ensure accessibility (28 CFR 35.102-35.104 ADA Title 1).

How to join remotely:

OPTION 1

1. Go to www.zoom.us
 - Download the app
 - Or, click "Join A Meeting" and paste Meeting ID - 951 7393 3107
2. Or, from any device click the meeting link <https://zoom.us/j/95173933107>
3. Follow the prompts and wait for host to start meeting

OPTION 2 -- Join by phone (audio only):

1. Dial 877-853-5257
 2. Enter meeting ID 951 7393 3107, and then ##
-

CALL TO ORDER

ROLL CALL

MEETING AGENDA

1. June 11, 2020 Lodging Tax Advisory Committee Meeting Minutes
2. Review Lodging Tax Applications

ADJOURNMENT



**Lodging Tax Advisory Committee Meeting Minutes -
DRAFT
Thursday, June 11, 2020, 4:00 PM
REMOTE MEETING PARTICIPATION**

NOTE: Please see the published Agenda Packet for all item file attachments

CALL TO ORDER

The meeting was called to order at 4:00 p.m.

ROLL CALL

Present: Committee Members Brent Erickson, Brendan Lee, and Shannon Roberts

Staff: Bernie Bacon, Jennifer Gorsuch, Krista Bashaw, and Steve Wall

Visitor: Carrie Schulstad

Press: No one from the press was present

MEETING AGENDA

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

It was moved by Erickson, and seconded, to approve the April 17, 2019 Lodging Tax Advisory Committee Meeting Minutes. The motion carried unanimously.

2. Review Lodging Tax Applications

The committee reviewed the Lodging Tax Applications:

- City of Camas Downtown Mall Beautification \$7,000
- City of Camas Hometown Holidays \$1,400
- Downtown Camas Association (DCA) Regional Ads \$5,375
- DCA Walking Maps \$1,500 (DCA= \$6,875)

TOTAL Requested: \$15,275

It was moved by Erickson, and seconded, to approve the Downtown Camas Association's \$1,500 Walking Map and \$5,375 Regional Advertisement; and Hometown Holidays \$1,400 applications.

Discussion ensued.

The motion carried unanimously.

These materials are archived electronically by the City of Camas. DESTROY AFTER USE.

Staff will provide clarification back to the Committee about the parameters for Lodging Tax Funds uses.

ADJOURNMENT

The meeting adjourned at 4:24 p.m.



Contact Information

(Application deadline is Friday, May 28, 2021)

Amount of Lodging Tax Requested *	\$ 5,000.00
Organization/Agency Name *	Downtown Camas Association
Federal Tax ID Number (EIN)	264,019,320
Event or Activity Name *	Regional Tourism ads
Contact Name and Title *	Carrie Schulstad, Executive Director
Mailing Address *	Street Address PO Box 1034 Address Line 2 City Camas Postal / Zip Code 98607 State / Province / Region WA Country United States
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 tourism full page ads in Scenic WA Road Trips & Travel Guide (print and webpage; collaboration with City of Washougal), Columbia River Gorge Visitor's Magazine (print and website ad), Visit Vancouver USA (Clark County's Visitor's Guide)--(print ad, collaboration with Washougal)

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)

Item 2.

- 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:

The reach of each of the guides and magazines per their media kits plus analytics from web ads

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) *	2021 DCA Regional Advertising Budget.pdf JPG, PDF, TIF	424.07KB
Description (explaining how you intend to use funds) *	Lodging Tax Funding Application Regional ads attachment 2021.pdf Vancouver USA Guide 2021 Media Kit.pdf ScenicWA_2021MediaKit.pdf wrp_crg_media_kit20_web.pdf JPG, PDF, TIF	234.62KB 4.59MB 1.99MB 76.92KB
Non-Profit Corporate WA Registration	WA State Charity Corp Renewal DCA 2021.pdf JPG, PDF, TIF	74.88KB
Organizations Board Members List	2021 Downtown Camas Association Board of Directors with affiliations.pdf JPG, PDF, TIF	454.36KB
Brochures or Other Information Showing Tourism Promotion Efforts	CW-scenic WA ad-2021.jpg 21042.DCA_ad_v02.pdf CW-Vancouver-VisitorsGuide3-2021.jpg JPG, PDF, TIF	1MB 2.48MB 1.03MB

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 2021. 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 15, 2022, 5:00 p.m.

Certification *

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

Signature *



Date

auto-captured by form
5/18/2021



Downtown Camas Association 2021 Regional Advertising Budget

SALES/INCOME

Donations \$13,000.00

INCOME

INCOME

Lodging Tax Funds \$5,024.00

Merchant co-op ad fees \$1,100.00

Total Income \$6,124.00

EXPENSES

Scenic WA ad cost, Camas portion \$2,147.00 Full cost \$4294

Columbia River Gorge Magazine print ad cost \$1,377.00

Columbia River Gorge Magazine web ad cost \$250.00

Visit Vancouver USA ad cost, Camas portion \$1,850.00 Full cost \$3700

Graphic Design fees \$500.00

Total Expenses \$6,124.00



Dear Camas LTAC,

Our DCA would like to apply for lodging tax dollars to help fund regional ads for 2021 in the:

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

Total Cost of regional ads for Camas: \$6124 (\$10,121 incl. Washougal's part)
Total request of Camas lodging tax funds for regional ads at this time is \$5,024.

See attached demographic and media distribution sheets for each publication.

Columbia Gorge to Mt Hood Visitor's Guide:

<https://columbiagorgetomthood.com/west-gorge-washington>

- This is a co-op ad with 6 merchants and a website ad with the net cost to the DCA **\$977** (total cost of ad is \$1450—discounted 5% to **\$1377** with early payment. This is a special negotiated nonprofit rate with the DCA—usual full page cost is \$3000. Website ad on visitor's guide site is **\$250**).
- **75,000** copies distributed annually with 20,000 copies provided to Travel Portland for promotion of the Columbia Gorge. See full media kit (same as in 2020).
- This magazine is online as well.
- Includes full page copy in magazine about attractions and hidden gems in Camas.

Vancouver USA Visitor Guide: www.visitvancouverusa.com

- The Vancouver USA ad is a full page shared equally with Washougal Tourism and the DCA. The cost to the DCA is **\$1850** (\$3700 total). Camas Hotel to pay \$200 of this cost to have hotel ad incorporated into design.
- **85,000** copies distributed annually plus digital flipbook on website. See full media kit.

Scenic WA State: <https://www.scenicwa.com/>

Full page ad in 2021 Scenic Road Trips Guide (75,000 copies printed) shared with Washougal Tourism; our page in online edition:

<https://75960731.flowpaper.com/ScenicWA2021RoadtripGuideFlipbook/#page=64>

- 2 featured 365WashingtonState FB posts (139,000 followers) (2 for Camas and 2 for Washougal) with analytics
- Scenic WA mobile app location page
- ScenicWA.com listing and featured story
- Exclusive e-newsletter campaign (45,000 opt-in subscribers) with analytics
- Total cost **\$4,294 (\$2147 ea)**

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



SCENIC WA 2021 MEDIA KIT

THERE IS NO SUBSTITUTE FOR TRAVEL; THE SOUL NEEDS TO WANDER.

Road trips are a fun way to travel safely right now!

Americans are hitting the road more than ever before. This year **one in three** Americans took a road trip and there is far more domestic travel happening than in recent years.

Let Scenic Washington help you connect with these road trippers!

We fell in love with Scenic Byways over 10 years ago and want to continue to share our love and expertise.



Visit us on the web

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



Social

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



Weekly E-newsletter

Sign up for weekly travel inspirations at scenicwa.com/scenic-wa-subscription



Scenic WA Guidebook & Map

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



@ScenicWA



facebook.com/365WashingtonState

Print Products

SCENIC DRIVES & 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 will unearth 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 \$4,295

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

MOUNT ADAMS \$1,995

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

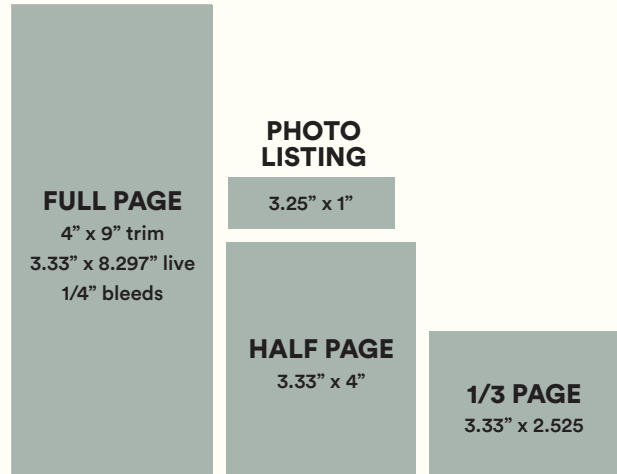
MOUNT BAKER \$1,295

- 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 DRIVES ROAD MAP

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

New Enhanced Distribution

- 150,000 copies printed
- NEW this year! In partnership with the Washington Tourism Alliance, our 2021 Scenic Drives Road Map will become the official fulfillment map for WTA. It will be direct mailed on request from ExperienceWA.com, ScenicWA.com and through our call center.
- Map will be distributed at visitor information centers throughout WA & Oregon.

Map Ad Sizes & Pricing

Back Panel (3.5" x 7.33" / add .5" bleed) \$6,995

Inside Fold Panel (3.5" x 7.33" / .5" bleed) \$5,995

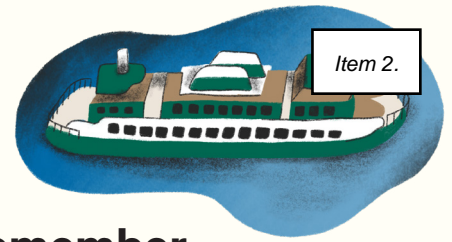
Full Panel (3.33" x 7.06") - 4 available \$4,995

Half Panel (3.33" x 3.44") - 10 available \$3,495

Quarter Panel (3.33" x 1.65") - 8 available \$1,895



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 149,000 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 18,500 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 18,500 double opt-in subscribers!

Dates to Remember

Insertion order due date: **2/28/2021**

Camera ready art & copy due: **3/15/2021**

Ready for distribution in **May 2021**

Reserve your spot by **November 30, 2020** to take advantage of our Early bird offer. One social media feature to our 149,000 followers – \$395 value!

Get in Touch!

For more information please contact:

AUDREY FRAGGALOSCH

audrey@ScenicWA.com

800-546-8401 x103

Direct 360-739-6881

JENNIFER COLEMAN

jennifer@ScenicWA.com

800-546-8401 x106

Direct 360-603-4990



WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- Wind River Publishing, LLC
 541-806-1436 -:- windriverpub@gmail.com
 www.windriverpublishing.net
 facebook.com/windriverpublishing
 linkedin.com/in/windriverpublishing
 Instagram@windriverpublishing

Advertising Opportunity

2020 COLUMBIA RIVER GORGE

Two States, Three Volcanoes and One Big River™

Oregon and Washington's Playground

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

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

NEW THIS YEAR – VISITOR WEBSITE!

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

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

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -:- 541-806-1436

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

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

PDX Baggage Claim Information Center
PDX Car Rental Information Center

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

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

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

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

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

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

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

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

Testimonials

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

Pepi Gerald / Second Wind Sports

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

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

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

Daniel Hopkins / Bridge RV Park & Campground

COLUMBIA RIVER GORGE :: ADVERTISING GUIDELINES 2020

Ad Sizes in Inches

Full Page:

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

Half Page:

7.5 x 4.9375

One-Third Page:

2.375 x 10 - vertical
4.9375 x 4.9375 - square

One-Sixth Page:

2.375 x 4.9375 - vertical
4.9375 x 2.375 - horizontal

One-Twelfth Page:

2.375 x 2.375

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

Guidelines and Information

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

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

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

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

Testimonials

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

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

Sincerely, Cynthia Amezquita Cartwright

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

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

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

Aberdeen Alvi / Forest Service Information Center, Skamania Lodge

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

Kate Blumenthal / Full Sail Brewing

COLUMBIA RIVER GORGE :: PRICE SHEET 2020

2019 Advertising Rates

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

NEW Website Ad Space \$ 250

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

* 5% discount applied for return clients

* 5% prepay discounts available

All prices are for one year placement

Co-Op Opportunities

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

Important Payment Information

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

Questions?

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

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

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

If you are certain you would like to reserve space now, feel free to contact Judy Bair at 541.806.1436 or windriverpub@gmail.com.

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

DEADLINE FOR RESERVING ADVERTISING SPACE: DEC 4, 2019
DEADLINE FOR SUBMITTING ADVERTISING ARTWORK: JAN 17, 2020
DEADLINE 5% DISCOUNTS FOR PRE-PAYMENTS: DEC 31, 2019

Testimonials

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

Jessica / Reservation Desk, Hood River Hotel

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

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

WIND RIVER PUBLISHING, LLC

ESTABLISHED 1993

Judy Bair -- 541-806-1436

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

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



Item 2.

Filed
Secretary of State
State of Washington
Date Filed: 05/17/2021
Effective Date: 05/17/2021
Registration No: 1133851

Charity Renewal

ORGANIZATION INFORMATION

Organization Name:

DOWNTOWN CAMAS ASSOCIATION

Registration Number :

1133851

Purpose/Mission of the Organization:

DEVELOP AND PROMOTE DOWNTOWN CAMAS ENHANCING THE ECONOMIC, SOCIAL, AND CULTURAL CENTER OF THE COMMUNITY WHILE PRESERVING OUR CITY'S HISTORIC FEATURES AND HERITAGE.

FEIN Number:

26-4019320

Federal Tax-Exempt Status:

Yes

Federal Status Type:

501(c)(3)

UBI Number:

602 890 278

Is this Charitable Organization associated with any Corporation or LLC?-

Yes

Organizational Structure:

Jurisdiction:

WASHINGTON

CONTACT INFORMATION

Organization Email:

director@downtowncamas.com

Confirm Organization Email:

director@downtowncamas.com

Organization Website:

WWW.DOWNTOWNCAMAS.COM

Is Foreign Contact:

No

Country Code:

1

Phone Number:

3602167378

Ext:

Mailing Address:

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

Street Address:

, CLARK COUNTY, CAMAS, WA, 98607, USA

Do you use any other addresses for Solicitation -

FINANCIAL INFORMATION

Accounting year beginning date:

01/01/2020

Accounting year ending date:

12/31/2020

Beginning Gross Assets:

\$128,170.00

Ending Gross Assets:

\$141,171.00**Revenue**

Gross Contributions from Solicitations:

\$130,375.00

Gross Revenue from All Other sources:

\$72,853.00

Total Dollar Value of Gross Receipts:

\$203,228.00**Expenses**

Gross Expenditures from Program Services:

\$120,292.00

Total Gross from All Expenditures:

\$190,227.00

Percent to Program Services:

63%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2019	12/31/2019	\$84,128.00	\$227,979.00	\$59,283.00	\$186,444.00	\$128,170.00	32%
01/01/2018	12/31/2018	\$83,644.00	\$148,052.00	\$51,175.00	\$146,792.00	\$84,128.00	35%
01/01/2017	12/31/2017	\$98,966.00	\$143,539.00	\$60,940.00	\$159,623.00	\$83,664.00	38%
01/01/2016	12/31/2016	\$75,606.00	\$148,136.00	\$45,356.00	\$124,772.00	\$98,966.00	36%
01/01/2015	12/31/2015	\$60,132.00	\$137,483.00	\$42,434.00	\$122,195.00	\$75,606.00	35%
01/01/2014	12/31/2014	\$53,718.00	\$107,138.00	\$41,245.00	\$102,789.00	\$60,132.00	40%
01/01/2013	12/31/2013	\$50,388.00	\$94,127.00	\$32,968.00	\$90,531.00	\$53,718.00	36%
01/01/2012	12/31/2012	\$24,564.00	\$75,054.00	\$19,854.00	\$48,378.00	\$48,378.00	41%
01/01/2011	12/31/2011	\$46,548.00	\$44,825.00	\$21,414.00	\$66,809.00	\$24,564.00	32%

Solicitation Comments:

Did the Organization solicit or collect contributions in WA during the accounting year reported?- **Yes**

- | Email
- | Entertainment/Special Events
- | Internet
- | Personal Contact

Is the Organization registered to solicit outside of WA?- **No**

Does the Organization pay any of its officers or employees?- **Yes**

First Name

CARRIE

JAN

Last Name

SCHULSTAD

CARTER

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
Caroline	Mercury	PRESIDENT	3607712897	5815 NW 165TH WAY, RIDGEFIELD, WA, 98642-9652, UNITED STATES
DEBORAH	REAVES	BOARD TREASURER	3609070372	16703 SE MCGILLIVRAY BLVD STE 185, VANCOUVER, WA, 98683-4301, UNITED STATES
RANDY	CURTIS	BOARD VICE PRESIDENT	3602167378	PO Box 1034, CAMAS, WA, 98607, UNITED STATES
BARB	BALDUS	BOARD SECRETARY	3602167378	PO Box 1034, CAMAS, WA, 98607, UNITED STATES

FINANCIAL PREPARER

Person or Business that Prepares, Reviews or Audits Financial Information:

Type:

BUSINESS

Business Name:

PADGETT BUSINESS SERVICES

Representative First Name:

STEVE

Representative Last Name:

ABREW

Title:

OWNER

Address:

974 E ST STE W, WASHOUGAL, WA, 98671-1318, USA

LEGAL INFORMATION

Do you have any Legal Actions? - **No**

COMMERCIAL FUNDRAISERS

Does the Organization use one or more Commercial Fundraisers to solicit contributions in WA?- **No**

RETURN ADDRESS FOR THIS FILING

Attention:

CARRIE SCHULSTAD

Email:

DIRECTOR@DOWNTOWNCAMAS.COM

Address:

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

UPLOAD ADDITIONAL DOCUMENTS

Item 2.

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

SIGNATURE/ ATTESTATION

First Name:

CARRIE

Last Name:

SCHULSTAD

Date:

05/17/2021

Phone Number:

360-904-0218

2021 Downtown Camas Association Board of Directors

Name	Phone	Email
Sarah Laughlin, 2016, President (2021) Fuel Medical Group Economic Vitality Committee Chair	(503) 789-8491	slaughlin@fuelmedical.com
Caroline Mercury, Past President, 2009 Retired Georgia Pacific Design Committee Chair	(360) 771-2897	csmercury@outlook.com
Randy Curtis, Vice President, 2015 DCA Light Brigade Organization Committee Chair	(503) 931-2420	curtism@comcast.net
Debbi Reaves, Treasurer, 2018 Gough, Reaves & Staudinger CPAs	(360) 907-0372	debbi@grscpas.com
Barb Baldus, Secretary, 2013 Retired; local historian	(360) 921-5162	bjandron@comcast.net
Doug Quinn, 2009 Clark Public Utilities	(360) 931-2376	dquinn@clarkpud.com
Dawn White, 2012 Structured Communications	(360) 521-0518	dawnrwhite12@gmail.com
Maria Gonser, 2016 Attic Gallery	(503) 888-3795	staff@atticgallery.com
Marilyn Boerke, 2017 Camas School District	(360) 798-3077	marilyn.boerke@camas.wednet.edu
Deanna Rusch, 2020 McKean Smith Law	(360) 980-1261	deanna@mckean-smith-law.com
Jennifer Senescu, Chamber Liaison	(360) 609-7216	senescu3@comcast.net
Ellen Burton, City Council Liaison	(360) 597-5339	eburton@cityofcamas.us
Mary Weishaar, CSD Liaison	(360) 607-1645	mary.weishaar@camas.wednet.edu

Name	Phone	Email
Carrie Schulstad, Executive Director Promotion Committee Chair	(360) 904-0218	director@downtowncamas.com
Jan Carter, Administrative & Event Coordinator	(903) 816-1081	events@downtowncamas.com

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



Historic Charm Awaits You

*downtown
Camas*

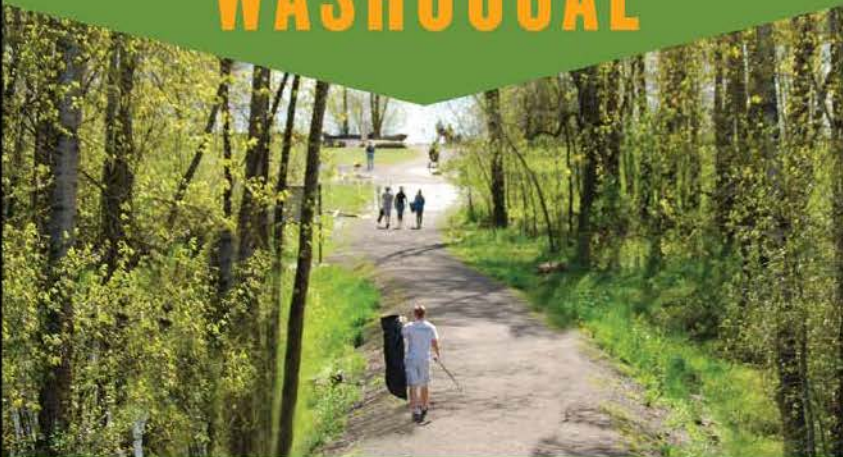
- ~ Enjoy local food, wine, craft beer and cocktails
- ~ Explore unique shops, antiques, theatre, galleries

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

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

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

KEEP DISCOVERING
WASHOUGAL



NATURAL BEAUTY AWAITS

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

VISITWASHOUGAL.COM



downtown **Camas**

Historic Charm Awaits You!

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

Come Visit and Enjoy!

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



Salud!
Wine Bar • Italian Dining • Wine Storage
224 NE 3rd • 360.787.2583 • saludwine.com




Camas Hotel
On-site Restaurant & Bar. Pet & Eco-Friendly.
Free A La Carte Breakfast
360.834.5722 • www.camashotel.com




GRAINS OF WRATH
Award Winning Beer • Elevated Pub Food
gowbeer.com • 360-210-5717



 421 NE Cedar
360.833.9747
www.atticgallery.com



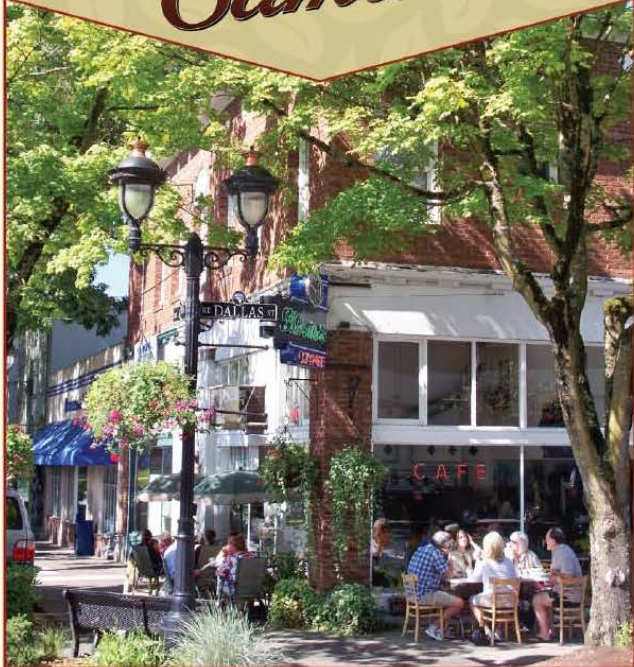
 JUXTAPOSITION
Art-Inspired NW Living
Home Furnishings, Décor & Gifts
425 NE 4th Ave • 360-834-1810



NUESTRA MESA CAMAS WA
Gourmet Mexican Food
nuestramesacamas.com • 360-210-5311

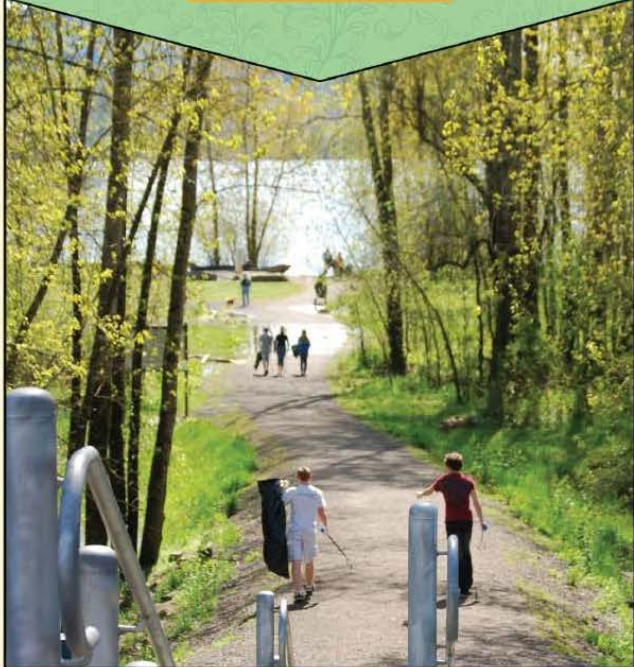
Discover the Delights of Camas and Washougal...just a short drive east toward the Columbia River Gorge

Historic Charm Awaits You
in
downtown
Camas



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

KEEP DISCOVERING
WASHOUGAL
VISITWASHOUGAL.COM



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



Camas Hotel
On-site Restaurant & Bar. Pet & Eco-Friendly.
405 NE 4th Avenue, Camas, WA 98607
360-834-5722 | camashotel.com



TWO RIVERS HERITAGE MUSEUM
...where history lives.
1 Durgan Street
Washougal, WA
March-October
11 am – 3pm
See website for days.
(360) 835-8742
www.2rhm.com

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

