

# Lodging Tax Advisory Committee Meeting Agenda Tuesday, May 13, 2025, 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)

#### REMOTE MEETING INFORMATION

#### To Participate Remotely:

-go to https://us06web.zoom.us/j/84058213324

#### **CALL TO ORDER**

#### **ROLL CALL**

#### **MEETING AGENDA**

- May 21, 2024 Meeting Minutes Approval Presenter: Marilyn Boerke, Chair Time Estimate: 2 minutes
- 2. Review 2025 Lodging Tax Applications
  Time Estimate: 45 minutes

#### **CLOSE OF MEETING**



# Lodging Tax Advisory Committee Meeting Minutes\_Draft Tuesday, May 21, 2024, 11:30 AM Council Chambers, 616 NE 4th Ave

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

#### **CALL TO ORDER**

Chair Marilyn Boerke called to order 11:30 a.m.

#### **ROLL CALL**

Present: Samantha Horner-Boucher, Bobby Sachdeva

Excused: Prashant Gupta

Staff: Carrie Davis, Doug Quinn

Guests: Suzanne Ferguson, Juxtaposition; Jacquie Hill, Live Well Camas; Jennifer Senescu,

Camas-Washougal Chamber of Commerce; Carrie Schulstad, Downtown Camas

Association; Sherri McMillan, Why Community

#### **MEETING AGENDA**

1. May 23, 2023, Lodging Tax Advisory Committee Meeting Minutes

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

2. Review Lodging Tax Applications

Staff reported a year-to-date fund total of \$97k, with \$60,000 approved for the current biennial budget. The committee engaged in a brief question-and-answer period with the applicants. Deliberation ensued.

It was moved by Horner-Boucher, and seconded to approve:

\$8,990 to the Downtown Camas Association - Marketing Materials

\$10,704 to the Camas Washougal Chamber of Commerce - Camas Days Event, Relocation Packet Map Update

\$6,100 to the City of Camas Parks and Recreation – Hometown Holidays Event Tent Replacement

\$4,000 to Why Community – Santa's Holiday Hustle Street and Trail Run Events

\$300 to LiveWell Camas - Camas Pride Block Party Event Marketing

The motion carried unanimously.

#### **MEETING CLOSE**

The meeting closed at 12:50 p.m.

Description	2022 Actual	2023 Actual	2024 Actual	2025 Budget	2025 Actual	Pct Collected
Investment Earnings	-4,847	4,131	4,598	1,923	905	47%
Hotel/Motel Sales and Use Tax	31,761	35,417	37,764	36,814	10,154	28%
Total Revenue	\$ 26,914	\$ 39,549	\$ 42,361	\$ 38,737	\$ 11,059	29%

Description	2022 Acti	ual 202	23 Actual	2024 Actual	2025 Budget	2025 Actual	Pct Expended
Ads/Printing/Forms	9	,994	18,437	19,994	40,000	4,000	10%
Funding Transfers Out		0	0	0	10,000	0	0%
Total Expense	\$ 9,	994 \$	18,437	\$ 19,994	\$ 50,000	\$ 4,000	8%

Item 2.

# Camas

# **2025 Application for Lodging Tax Funds**

# **Contact Information**

(Application deadline is 5:00 p.m. on Friday, May 9, 2025)

Amount of Lodging Tax Requested \* \$ 17,565.47

Organization/Agency Name \* Camas-Washougal

Chamber of Commerce

Federal Tax ID Number (EIN) 910,163,285

Event or Activity Name \* Camas Days 2025

Contact Name and Title \* Jennifer Senescu

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

360-609-7216

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 is a 2-day community event in downtown Camas featuring 130+ vendors, Grand Parade, Kid's Parade, Kid's Street, Food Court, Beer-Wine Garden, 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 2-3

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
	<ul> <li>Structured Estimate: Estimate produced by computing known information related to the</li> </ul>

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

#### **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 2025.pdf 182.16KB

JPG, PDF, TIF

**Description (explaining how you intend to use funds)**\* Marketing Budget 2025.pdf 182.16KB

JPG, PDF, TIF

Non-Profit Corporate WA Registration JPG, PDF, TIF

Organizations Board Members List 24-25 Roster.pdf 74.36KB

JPG, PDF, TIF

JPG, PDF, TIF

**Brochures or Other Information Showing Tourism** 

**Promotion Efforts** 

# **Activity Report Info**

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <a href="https://www.cityofcamas.us/meetings">https://www.cityofcamas.us/meetings</a> 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 2025. 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 Friday, January 9, 2026, 5:00 p.m.

Certification	*

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

Signature \*

Tennifer Senescu

Date

auto-captured by form

4/25/2025



### **Lodging Tax Fund Application**

The Camas-Washougal Chamber of Commerce (CWCC) is requesting \$11,050 from this fund for promotion of the 49<sup>th</sup> Annual Camas Days event held on Friday, July 25<sup>th</sup> and Saturday, July 26th, 2024. The theme this year is "Broadway Comes to Camas. It's Showtime!"

The CWCC oversees the placement of 138 vendors, art, craft, local non-profits, downtown retail businesses and 12 food vendors, also running Kid's Street, Beer/Wine Garden with live music, and a Grand Parade.

The request is to offset the following costs:

Banners	\$2	,000
Posters (500+) distributed in East Clark County:	\$	400
Poster Boards / Yard signs:	\$	750
Corex Board	\$	350
Rivertalk (quarter page ads, 1 month):	\$	850
Camas Life (1/2 page ad, 1 month):	\$1	,200
Columbian Ad (8 runs and an online presence):	\$1	,000
Liberty Theatre	\$	300
KOIN 6	\$2	,000

Link-It (Advertising) \$1,200

Lacamas Magazine (social marketing, display ad, 1 month): \$1,200

United Site Services (Porta Potties) \$4,085.47

Coast to Coast (Security) \$2,230

Total: \$17,565.47

Respectfully,

Jennifer Senescu

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

#### 2024-2025

# Camas-Washougal Chamber of Commerce Board of Directors Roster

#### **Immediate Past President**

Hung Tran
True Insurance
510 NE 4th Avenue
Camas, WA 98607

(360) 723-5595 htran@trueinsuranceinc.com

#### **President**

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

#### **First Vice President**

Vacant

#### **Second Vice President**

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

#### **Treasurer**

Cherri Peterson PNW Financial Concierge 3242 NE 3<sup>rd</sup> Avenue, #373 Camas, WA 98607 (818)652-0089 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 (760) 567-7062 Rbarber626@gmail.com

#### Director

Melissa Asbury NW Adhesives 4325 S. Lincoln Washougal, WA 98671 (360) 931-5658 melissa@northwestadhesives.com

#### **Director**

Luke Shanahan
Farmers Insurance
934 NE 3<sup>rd</sup> Avenue
Camas, WA 98607
(360) 921-2017 luke@shanahanagency.com

#### Director

Ken Cline
Riverview Bank
450 NE 3<sup>rd</sup> Avenue
Camas, WA 98607
(360) 798-0621 kencline@riverviewbank.com

#### **Director**

Ray Deal
Leak Seal Roofing
2518 NE 252nd Avenue
Camas, WA 98607
(360) 513-8632 ray@leaksealroofing.com

#### **Director**

Tabitha Schmer
Cascadia NW Real Estate
1887-A Main Street
Washougal, WA 98671
(503) 807-8536 tabitha@schmerrealestate.com

#### **Director**

Freddy Pina
Pendleton Woolen Mills
2 Pendleton Wasy
Washougal, WA 98671
freddypina@penwool.com

#### **Downtown Camas Association Liaison**

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

#### Washougal Business Association Liaison

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

Item 2.

# Camas

# **2025 Application for Lodging Tax Funds**

# **Contact Information**

(Application deadline is 5:00 p.m. on Friday, May 9, 2025)

Amount of Lodging Tax Requested \* \$ 1,500.00

Organization/Agency Name \* LiveWell Camas

Federal Tax ID Number (EIN) 994,435,353

Event or Activity Name \* Camas PRIDE Celebration (Pride at the

Lake and the 3rd Annual Block Party)

Contact Name and Title \* Jacquie Hill

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

Describe your tourism-related activity of event \*

Which one applies to your agency \*

We are planning for the 3rd annual Camas PRIDE block party on June 22nd 2025.

This year we have expanded the celebration over two days. With PRIDE at the Lake on Saturday June 21, 2025. On Saturday partner businesses will host a family friendly workout at Lacamas Lake followed by a PRIDE paddle, and a picnic. Later on Saturday Bookish will host a Queer Storytelling event and book signing with Our Bold Voices.

Sunday LiveWell Camas will host the 3rd annual block party event on NE Birch between 4th and 5th and NE 5th between Birch and Cedar. We have 68 vendors, all day entertainment, an art show inside of LiveWell, family friendly activities and a whole lot more.

#### Projected Attendance/Population Reached

Total # Attendees 1500 +

# Traveling 50+ mi. 100 +

# Traveling from out-of-state 200 +

**# Overnight in paid accomm.** 10 - 15

# of Lodging Nights 1 - 2

# Overnight in unpaid accomm.

Methodology to be used to capture attendance \*

5 - 10

(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:

# 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 2025 - Sheet1.pdf JPG, PDF, TIF	51.97KB
Description (explaining how you intend to use funds) *	Proposed Use of Funds – Camas PRIDE 2025.pdf JPG, PDF, TIF	56.91KB
Non-Profit Corporate WA Registration	15055933_OnlineReport_Wit JPG, PDF, TIF	167.11KB
Organizations Board Members List	2025 Board Members.pdf JPG, PDF, TIF	28.45KB
Brochures or Other Information Showing Tourism Promotion Efforts	3.jpg 1.jpg JPG, PDF, TIF	332.31KB 144.57KB

# **Activity Report Info**

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- I am proposing a tourism-related service for the City of Camas in 2025. 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 Friday, January 9, 2026, 5:00 p.m.

Certification *	✓ I Acknowledge that all the informati in this application is accurate and to	
Signature *	Jacquie H Hill	

**Date** auto-captured by form

4/21/2025

#### Proposed Use of Funds - Camas PRIDE 2025

With a request of \$1,500 in Lodging Tax Funds, we aim to expand the reach, visibility, and overall impact of our annual Camas PRIDE Weekend—an inclusive, family-friendly celebration that draws attendees from across the region. Building on the momentum of last year's successful event and media campaign, this year's funding will support three core areas:

- 1. **Strategic Advertising Campaigns** We will invest in both social media and print media advertising to broaden our outreach to audiences in Portland Metro, Greater Vancouver, and Southwest Washington and Columbia River Gorge communities. Our digital campaign will include geo-targeted paid ads on Facebook, Instagram, Google to highlight Camas as a welcoming, inclusive destination. Print ads in regional publications and community calendars will supplement our online reach.
- Entertainment & Cultural Programming A portion of the grant will help offset costs for performers, speakers, and local talent that are integral to creating a vibrant, engaging event. This includes diverse musical acts, drag performances, educational workshops, and interactive art—all designed to welcome visitors of all ages and backgrounds to experience Camas' commitment to inclusivity and belonging.
- 3. **Tourism Promotion & Community Engagement** We will create a branded event map and mini "PRIDE Passport" highlighting local businesses offering weekend specials, encouraging attendees to explore downtown Camas and support local shops, cafés, and lodging options. We have a partnership with Camas Hotel for this weekend where they will offer guest 10% off direct booking when they mention Camas PRIDE

By leveraging this grant, we aim to grow PRIDE Weekend into a destination-worthy event that not only fosters equity and visibility for the LGBTQIA+ community but also brings new tourism dollars to our city. With an increased budget, we anticipate higher attendance from out-of-town visitors, increased overnight stays, and broader regional visibility for Camas as an inclusive, thriving, and creative community.

Item	Category	Budget		Acquired	Pending
PortaPotty	Comfort	\$720	Fundraising	\$0	\$1,500
Decorations	Decorations	\$200	Sponsorships	\$3,000.00	\$50
Honey Hart - Drag Performance	Entertainment	\$400	Vendors	\$2,575.00	\$1,120
DJ Linus	Entertainment	\$600	Donations	\$0	\$0
Other Entertainers	Entertainment	\$400	Grants	\$0	\$1,500
Stage	Equipment	\$700			
Chairs, Tables, Tents	Equipment	\$200	Total	\$5,575.00	\$4,170
Advertising in local news	Marketing	\$300			\$9,745.00
Printing & Signage	Marketing	\$200			
Tshirts for volunteers	Merch	\$400			
Additional Event Insurance	Insurance	\$199			
Misc. Merch (custom flags, bracelets, etc)	Merch	\$500			
City Permit	Permitting	\$50			
Volunteer Refreshments & Snacks	Refreshments	\$150			
Camas Police or Private Security	Security	\$400			
		\$5,419			
2024 Budget Reference					
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				



#### ARTICLES OF INCORPORATION

PURPOSE OF CORPORATION

UBI NUMBER		
UBI Number:		
BUSINESS NAME		
Business Name: LIVEWELL CAMAS		
NONPROFIT GROSS R	EVENUE CERTIFICATION	
Per <u>RCW 24.03A.960</u> does	the Nonprofit certify that its total gross revenue in the most	st recent fiscal year was less than \$500,000? - Yes
REGISTERED AGENT O	CONSENT	
Registered Agent Consent  I am the Registered  I am not the Register	Agent. Use my Contact Information.	Nonprofit Corporation has in its records a signed document erve in that capacity. I understand the WA Nonprofit
~	eep the signed consent document in its records, and must pr	
	nat all businesses in Washington State have a Registered Ag s prepopulated from information previously provided. Pleas	
REGISTERED AGENT	RCW 23.95.410	
Registered Agent Name	Street Address	Mailing Address
JACQUIE HILL	417 NE BIRCH ST, CAMAS, WA, 98607-2139, USA	417 NE BIRCH ST, CAMAS, WA, 98607-2139, USA
ARTICLES OF INCORPO	ORATION	
Do you have a Articles of I  Articles of Incorporation	ncorporation you would like to upload? - Yes	
LiveWell CamasArticles o	f Incorporation.pdf	
CHARITABLE NONPRO	FIT CORPORATION	
Is the Nonprofit Corporation	on a Charitable Nonprofit as defined by RCW 24.03A.010(g	<u>6)</u> ? - Yes

EDUCATION, MOVEMENT AND COMMUNITY ENGAGEMENT. THIS CORPORATION IS ORGANIZED EXCLUSIVELY FOR CHARITABLE, RELIGIOUS, EDUCATIONAL AND SCIENTIFIC PURPOSES, INCLUDING FOR SUCH PURPOSES THE MAKING OF DISTRIBUTIONS TO ORGANIZATIONS THAT QUALIFY AS EXEMPT ORGANIZATIONS UNDER SECTION 501(C)(3) OF

THE INTERNAL REVENUE CODE, OR THE CORRESPONDING SECTION OF ANY FUTURE FEDERAL TAX CODE.

#### ANY OTHER PROVISIONS

Required by IRS for Tax Exempt Status https://www.irs.gov/:

#### **DURATION**

Duration:

**PERPETUAL** 

#### **EFFECTIVE DATE**

Effective Date: 06/27/2024

#### MEMBERS RCW 24.03A.010(45)

Does the Nonprofit Corporation have members? - No

Title	Member Type	<b>Entity Name</b>	First Name	Last Name
-------	-------------	--------------------	------------	-----------

#### INITIAL BOARD OF DIRECTORS

Title	Initial Director Type	Entity Name	First Name	Last Name	Address
INITIAL BOARD OF DIRECTOR	INDIVIDUAL		JACQUIE	HILL	215 NW 15TH AVE, CAMAS, WA, 98607- 1523, USA
INITIAL BOARD OF DIRECTOR	INDIVIDUAL		TIMOTHY	WATKINS	3706 SE 190TH AVE, VANCOUVER, WA, 98683-1461, USA
INITIAL BOARD OF DIRECTOR	INDIVIDUAL		ВЕТН	BLOOMFIELD- FOX	28906 NE 53RD ST, CAMAS, WA, 98607-8718, USA
INITIAL BOARD OF DIRECTOR	INDIVIDUAL		CARA	ORSCHELN	935 NE 6TH AVE, CAMAS, WA, 98607- 1330, USA
INITIAL BOARD OF DIRECTOR	INDIVIDUAL		BLYTHE	AYNE	PO BOX 55, WASHOUGAL, WA, 98671- 0055, USA

#### **INCORPORATOR**

Title	Incorporator Type	Entity Name	First Name	Last Name	Address
INCORPORATOR	INDIVIDUAL		JACQUIE	HILL	215 NW 15TH AVE, CAMAS, WA, 98607-1523, UNITED STATES

#### INCORPORATOR SIGNATURE - ATTESTATION RCW 24.03A.100(1)(I)



By adding each Incorporator, the business attests that the incorporator signature(s) have been obtained.

#### DISTRIBUTION OF ASSETS

UPON THE DISSOLUTION OF THE CORPORATION, ASSETS SHALL BE DISTRIBUTED FOR ONE OR MORE EXEMPT PURPOSES WITHIN THE MEANING OF SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE, OR THE CORRESPONDING SECTION OF ANY FUTURE FEDERAL TAX COED, OR SHALL BE DISTRIBUTED TO THE FEDERAL GOVERNMENT, OR TO A STATOR LOCAL GOVERNMENT, FOR A PUBLIC PURPOSE. ANY SUCH ASSETS NOT SO DISPOSED OF SHALL BE DISPOSED OF BY A COURT OF COMPETENT JURISDICTION OF THE COUNTY IN WHICH THE PRINCIPAL OFFICE IS THEN LOCATED.

#### RETURN ADDRESS FOR THIS FILING

Attention:

Item 2.

#### JACQUIE HILL

Email:

#### HELLO@LIVEWELLCAMAS.COM

Address:

417 NE BIRCH ST, CAMAS, WA, 98607-2139, USA

#### UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? - No

#### **AUTHORIZED PERSON**



I am an authorized person.

Person Type:

INDIVIDUAL

First Name:

**JACQUIE** 

Last Name:

HILL

Title:

#### **EXECUTIVE DIRECTOR**

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

#### 2025 LiveWell Camas Board and Staff

Tim Watkins	Chair	
Steph McGinty	Vice Chair	
Cara Orschlen	Treasurer	
Evey McKeller	Secretary	
Leanne Shriver	Teacher Liason	
Kate Burger	Volunteer Coordinator	
Jacquie Hill	Director	

# LIVE YOUR BEST LIFE

hosted by LiveWell Camas



Downtown Camas WA





Item 2.

# Camas WASHINGTON

# **2025 Application for Lodging Tax Funds**

# **Contact Information**

(Application deadline is 5:00 p.m. on Friday, May 9, 2025)

Amount of Lodging Tax Requested \* \$ 9,991.00

Organization/Agency Name \* Downtown Camas

Association

Federal Tax ID Number (EIN) 264,019,320

Event or Activity Name \* Regional Marketing for Downtown

Camas

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**

# of Lodging Nights

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 Non-Profit (upload current WA State corporate Which one applies to your agency \* registration on Attachments tab) Public Agency Annual Regional tourism full page ads in Scenic Describe your tourism-related activity of event \* WA Road Trips & Travel Guide (print and webpage, collaboration with City of Washougal); Columbia River Gorge Visitor's Magazine (print and website ad and listing), KOIN advertising, distribution of Downtown Camas Walking Maps throughout the Columbia Gorge, at the Portland airport, the Travel Portland Visitor Center and regionally to visitor centers, hotels, chambers, etc, Projected Attendance/Population Reached **Total # Attendees** # Traveling 50+ mi. # Traveling from out-of-state # Overnight in paid accomm. # Overnight in unpaid accomm.

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

- Other description:

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

✓ Other: Please describe below

feet)

footage of the event area by the international building code allowance for persons (3 square

# **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) *	2025 DCA Regional Advertising Budget.pdf JPG, PDF, TIF	435.12KB
Description (explaining how you intend to use funds) *	Lodging Tax Funding Application Regional ads attachment 2025.pdf JPG, PDF, TIF	235.75KB
Non-Profit Corporate WA Registration	DCA Annual Report SOS January 2024.pdf JPG, PDF, TIF	299.08KB
Organizations Board Members List	2025 Downtown Camas Association Board of Directors with affiliations.pdf JPG, PDF, TIF	445.4KB
Brochures or Other Information Showing Tourism Promotion Efforts	32 Days of Summer Contest 2025 - Final.pdf Certified Folder Display camas	2.9MB
	walking map - distribution agreement 2024-25.pdf	1.58MB
	DCA CRGVG ad 2025.pdf	5.68MB
	Scenic WA ad page 2025.pdf	2.01MB
	ScenicWA_2025MediaKit_9- 10-24.pdf	5.12MB
	Walking map.DCA_WM_12X17.25_v	5.75MB
	wrp_media_kit25.pdf JPG, PDF, TIF	121.01KB

# **Activity Report Info**

Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <a href="https://www.cityofcamas.us/meetings">https://www.cityofcamas.us/meetings</a> 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 2025. 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 Friday, January 9, 2026, 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

5/9/2025



# **Downtown Camas Association 2025 Regional Advertising Budget**

#### INCOME

Total Income	\$10,741.00
Merchant co-op ad fees	\$750.00
Lodging Tax Funds	\$9,991.00

#### **EXPENSES**

Columbia River Gorge Magazine print ad cost Columbia River Gorge Magazine web ad cost KOIN advertising	\$1,568.00 \$275.00 \$2,950.00 Full cost \$4750. The DCA pays the additional \$1800
Walking Map Regional Distribution & Printing	\$3,650.00 Full Cost \$6150. The DCA pays the additional \$2500
Total Expenses	\$10,741.00



Dear Camas LTAC,

The DCA would like to apply for lodging tax dollars to help fund regional ads and marketing for 2025 in the:

- 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
- **KOIN Advertising,** sponsored interview, ads, media campaign
- Downtown Camas walking maps for regional distribution

# Total Cost of regional ads/marketing for Camas: \$15,041 (\$17,338 incl. Washougal's part) Total request of Camas lodging tax funds for regional ads for 2025 is \$9,991.

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 <u>full page copy</u> in magazine about attractions and hidden gems in Camas.

#### **KOIN Advertising:**

- Sponsored interview and "homepage takeover", \$1000
- 32 Days of Summer multi-platform media campaign—featuring on-air and streaming TV messaging, digital promotion, and integration into lifestyle show—see info, \$3750

#### **Scenic WA State:**

Full page ad in Scenic Drives & Road Trips Guide (75,000 copies printed) shared with Washougal Tourism; and the <u>Camas Washougal page</u> 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 \$4,595 (\$2297.50 ea)

#### Downtown Camas Walking Maps (visitor focused), regional distribution

- \$2800 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: 01/20/2025
Effective Date: 01/20/2025

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: **01/31/2026** 

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 216 NE 4TH AVE STE 102, CAMAS, WA, 98607-2170, UNITED PO BOX 1034, CAMAS, WA, 98607, UNITED

SCHULSTAD STATES 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	<b>Entity Name</b>	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 <a href="RCW 24.03A.075">RCW 24.03A.075</a>? - 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. A program or activity that the Nonprofit has previously operated; and
- b. 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 oth financial interest in the entity? 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

**EXECUTIVE DIRECTOR** 

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



# Downtown Camas Association Board of Directors

Name	Phone	Email
Marilyn Boerke (2023), President (2024), City Council	(360) 798-3077	marilyn98607@gmail.com
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
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, Nonprofit Leadership	(360) 241-3647	Grant.gilson12@gmail.com
Allie Janelle, 2023, Cedar Street Bagel	(360) 356-6538	alliemakescoffee@gmail.com
John Nohr, City Council Liaison	(360) 606-9461	inohr@cityofcamas.us
Jennifer Senescu, Chamber Liaison	(360) 609-7216	<u>iennifer@cwchamber.com</u>
Kelly O'Rourke, CSD Liaison	(702) 202-8123	kelly.orourke@camas.wednet.edu

Name	Phone	Email
Carrie Schulstad, Executive Director, 2014	(360) 904-0218	director@downtowncamas.com
Leah Nichelson, Event & Project Manager, 2022	(360) 953-1326	promotions@downtowncamas.com
Brie Marais, Marketing & Volunteer Coordinator, 2024	(503) 898-9556	events@downtowncamas.com

Item 2.





# 32 DAYS 0 F SUMMERI





Boost awareness and attract more visitors to your business this summer by participating in our annual **32 Days of Summer** promotion!

Through a multi-platform media campaign—featuring on-air and streaming TV messaging, digital promotion, and integration into our lifestyle show—we'll engage viewers and build excitement for the 32 Days of Summer Giveaway.

# **How it works:**

**Daily winners** receive a prize.

**One grand prize winner** takes home all 32 prizes!

Prizes will be \$100 gift certificates provided by participating businesses.

As a participant, your business will be **featured on Everyday Northwest** on a specific day during the contest! Don't miss this exciting opportunity to **showcase your business and connect with our engaged audience** this summer!

# Campaign Timeline



Kick-off May 26, 2025

**First Daily Winner** 

June 2, 2025

# **Clients featured on Everyday Northwest**

On a designated day between 6/2-7/9

# **Monday through Friday Daily Prize Giveaway**

June 2, 2025 - July 9, 2025 (July 4th off)

**Last Daily Winner** 

July 9, 2025







# Build Branded Content and Expand Brand Awareness with an Everyday Northwest Lifestyle show & Streaming TV.

PLATFORM	ELEMENT	LENGTH	FREQUENCY
Streaming TV	Streaming Video Ads on TV 65/ Mobile 35	:15	25,000 impressions (2-week flight)
Portland's CW	TV Spots on Portland's CW	:15	50X
<b>Everyday Northwest</b>	Live interview, in studio or via Zoom	3-Minutes	2X
Antenna TV	TV Spots on Antenna TV	:15	50X
KOIN.com	Contest with Banner Ads	Static /CT	50,000X
KOIN.com	Post of your video segment on Everyday Northwest page	3-Minutes	10,000X
Social Post	ocial Post Facebook post with 50,000 social post impressions on KOIN.com w / Boost		

# 32 Days of Summer Sample KOIN.com Digital Creative







# What does it take to participate?

- \$1,250. investment in June
- \$1,250 investment in July
- \$1,250 investment in August
- 2x \$100 Gift Cards (must be the same)

# Recap:



# \$100 Daily Prize

You will own a day on the KOIN6 News App and Everyday Northwest!

- We need one \$100 gift card to your Business
- OR a \$100 gift card that well represents your business (i.e., Car Dealership would supply a gas gift card)



# \$3200 Grand Prize

On Day 32, ONE LUCKY WINNER will win 1 of every prize given away during the 32 Days!





# KOIN OE SUMMERI SUMMERI



# 

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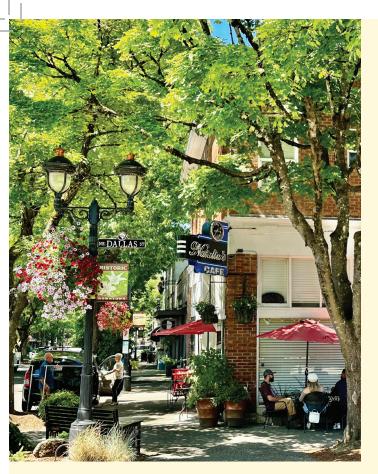
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AGREEMENT TO TERMS. Advertiser hereby acknowledges that Advertiser has resprovisions set forth on the front and backside of this Agreement, and agrees that all provisions are a part of this Agreement.	ad all the terms and	ees are norm		ys in advance	of service.	Monthly Billing Sch ovided.	edule detail	s actual billing	NET CASH. Pay	greed payment is ment shall be made days from invoice
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All fees billed 30 days in advance of service

Page: 1 of 1

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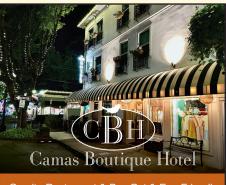
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- Boutique shopping and fine art galleries
- Lively bistros, restaurants, breweries and lounges
- Award winning wines, craft beers and vintage cocktails
- Charming historic theatre and luxury boutique hotel
- Enjoy a relaxed pace in a beautiful tree-lined historic downtown

# Let Us Surprise You!

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

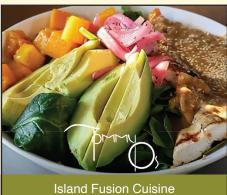




On-site Restaurant & Bar. Pet & Eco-Friendly.
Complimentary A La Carte breakfast
360.834.5722 • www.camashotel.com











Paid for in part by the City of Camas

www.downtowncamas.com

# Discover the delights of

Item 2.

# CAMAS & WASHOUGAL

as you enter the Columbia River Gorge



# Historic Charm Awaits You

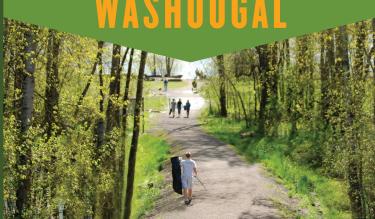


- ~ Enjoy local food, wine, craft beer and cocktails
- ~ Explore unique shops, antiques, theatre, galleries
- ~ Stroll down beautiful tree-lined streets
- ~ Stay and relax in a luxury boutique hotel

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



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

VISITWASHOUGAL.COM



# 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 media
features, e-campaigns and
stories will help you connect with
roadtrippers seeking adventure
in the Pacific Northwest. Each of
Washington's Scenic Byways are
featured in the Washington Byway's
Collection with the National Scenic
Byway Association.



# 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-wasubscription



# 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 & Sea-Tac Airport

# **Integrated Print & Digital Ad Packages\***

# MOUNT RAINIER ..... \$4,595

- 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 ...... \$2,595

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

# MOUNT BAKER ..... \$1,595

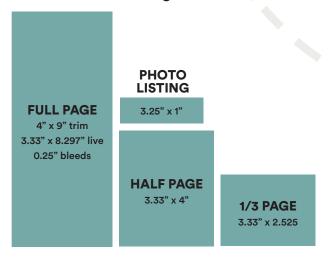
- 1/3 page ad (3.33" x 2.525") in Scenic Drives & Road Trips Travel Guide
- Two 365WashingtonState Facebook features annually
- ScenicWA.com listing

# PHOTO LISTING ......\$495

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

# \* Custom ad design available as an add on at \$75/hr

# **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 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 travel trade shows and visitor information centers throughout the PNW.

# Map Ad Sizes & Pricing\*

<b>Back Panel</b> (3.875" x 8.875", 0.5" bleed)
Inside Fold Panel (3.875" x 8.875", 0.5" bleed) \$5,995
Full Panel (3.75" x 8.75") - 6 available \$4,995
<b>Half Panel</b> (3.75" x 4.25") - 10 available \$3,595
<b>Quarter Panel</b> (3.75" x 2") - 6 available



# **Digital Products**

# ScenicWA.com Listing ......\$295

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 224,000 Facebook and Instagram followers who engage with us through daily "365 Things to Do" and Instagram features. (Included with integrated print & digital packages)

# 

Share your unique story on ScenicWA.com and provide travel inspirations to our list of 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 are published on ScenicWA.com and will be promoted through social media in addition to an exclusive email marketing campaign.

# Exclusive Email Campaign .....\$995

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

# Scenic Washington Road Trip Series Photo & Video Production

Our experienced photography & videography team will visit your destination and capture 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	\$2,500
Photo & Video Package starting at	\$5,000

# **Dates to Remember**

Insertion order due date: 1/31/2025

Camera ready art & copy due: 2/15/2025

Ready for distribution in April 2025

Reserve your spot by **November 30, 2024** to take advantage of our Early bird offer. One social media feature to our 224,000 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







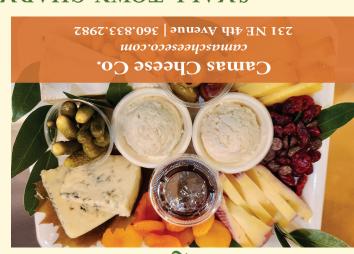




# SWALL TOWN CHARM · SCENIC LAKES & TRAILS · 15 MINUTES TO AIRPORT





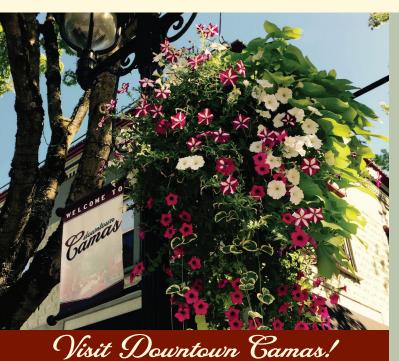


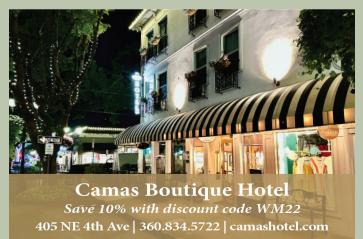
BOUTIQUE SHOPPING & DINING • FAMILY & PET FRIENDLY • HISTORIC HOTEL













**WALKING MAP** 





elax and enjoy a day or weekend away from the hustle and bustle of busy life in historic, quaint *Dountown 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
P.O. Box 1034, Camas, WA 98607 • 360.216.7378
www.downtowncamas.com

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





Experience Historic Downtown Camas SHOPPING · DINING · SERVICES



SHOPPING
<b>4Ever Growing Kids</b> children's consignment & toys210-5351 64
Allure Boutique women's fashion and accessories 844-653233
Arktana women's shoes, clothing, accessories 210 4077 34
<b>Attic Gallery</b> local art
Autumn Leaf Books cozy independent bookstore 553-4788 53
Bookish new and used books503-329-84495
Camas Antiques gifts, garden, home 834-4062 21
Camas Bike & Sport bikes, accessories, service 210-5160 2
Camas Cheese Co. cheeses, meats, and more 833-2982 14
Coventry Gardens British florist boutique254-464823
Crystal Cavern rocks, gems, fossils, more503-621-233219A
<b>Gallery 408</b> Art for Everyone
Juxtaposition furniture, home decor, gifts 834-1810 37
Lily Boutique women's clothing, accessories 834-9215 15
<b>Lutz Hardware &amp; Garden Center</b> 834-2663 40
Naturally Healthy Pet food, toys, treats 609-3505 57
<b>Navidi's Olive Oils &amp; Vinegars</b>
Papermaker Pride Camas & PNW fan gear and gifts 210-7513 26
Periwinkle's Toy Shoppe toys, games, books 954-5795 59A
Poppy & Hawk local artists, curated gift shop210-4463 13
RedDoor Gallery fine art gallery281-872039
Runyan's Jewelers fine jewelry, gifts 834-2992 24
<b>Safeway</b>
Sweet Intention Gift Boutique gifts for all ages 226-5160 46
The Soap Chest handmade soap and skin care 834-1212 8
William & Son Jewelers fine jewelry, watches 210-5555 44

# BEAUTY, HEALTH & WELLNESS

•	
All Therapeutic Massage	624-6990 72
Artizen Acupuncture natural beauty and wellness	830-6222 6
Bambu Organic Salon organic hair & skincare 206	-781-65019A
Blossom Natural Health and Wellness	834-2732 16
Camas Barber Shop	834-2755 45
Camas Yoga hot yoga	210-5897 23
Jazzercise Camas	. 980-00227
Keller Med Spa & Laser	. 823-0795 10
LiveWell Camas yoga, retail	844-5715 17
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 36
Painless Ric's Tattoo Studio tattoo, piercing	518-5413 49
Peace Yourself Together wellness center	. 834-05899
Petal & Thorn Wellness naturopath and apothecary	. 210-722618A
Phaysone SkinCare	449-2609 35
Salon 904 hair salon	. 335-4110 77
Salon Onyx hair salon	277-7900 30
Simply Divine Beauty Studio skincare, lashes	834-1886 47

The Wild Hair beauty salon	29
Urban Style Salon & Day Spa hair, nails 844-6061	12
Wintzer Acupuncture 851-4268	28
DINING/SIPPING	
	00
A Beer at a Time craft beer, pub food	
Adams Street Bar & Grill beer, wine, pub food 833-1920	
Backpacker Pizza Artisan pizza	
Birch Street Uptown Lounge classic cocktails & more210-7219	
Burgerville burgers, shakes	
Caffe Piccolo espresso, pastries, paninis 834-7044	
Camas Cellars wine bar, wine club, events 925-323-1483	
<b>Camas Thai Cuisine</b>	
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
<b>Feast 316</b> steak, seafood, cocktails	66
Giatti's Speakeasy see Salud staff for password	.70
Grains of Wrath craft brew, gastropub210-5717	18
Hidden River Roasters coffee & custom roasts	41
Kop Chai Thai cuisine	56
Lane Cellars award winning Washington wines 607-8784	54
Los Jalapeños Mexican cuisine	52
Mill Tavern beer, wine, pub food	43
Natalia's Café corner café, breakfast and lunch 844-5968	38
Natalia's Malt Shop retro diner and ice cream 844-5968	38
Next Dough Neighbor fresh made doughnuts360-87-DOUGH	62
Nuestra Mesa Mexican cuisine	48
Salud Wine Bar ~ Italian Dining ~ Wine Storage 787-2583	70
Squeeze & Grind coffees, smoothies	4
Subway sandwiches, soup	74
<b>The Sushi Joint</b>	67
Tommy O's at the Camas Hotel833-0115	31
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THE SUSIN JUNIC	210-4133 07
Tommy O's at the Camas Hotel	833-0115 31
•	
RECREATION, LODGING, EVENTS & I	NFO
Camas Bike & Sport trail info and rentals	210-5160 2
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
Destination 339 private event space	592-3527 55
Downtown Camas Association	216-737845A
Elida Art Studio art classes, gallery, art tours	904-846710A
Liberty Theatre movies and specialty films	859-9555 22
Sweetwater SUP/Kayak Rentals at Lacamas Lake	609-1212
Universal Jiu Jitsu & Martial Arts	210-4588 11
VEGA & Virtuosity Gymnastics and Dance	834-7424 71

AUTO	004.5000
Camas Mart and Gas Station	
Phill Kassab's Auto Repair	
Shell Gas Station	
FINANCIAL	
Country Financial	
Edward Jones	
H&R Block	
IQ Credit Union	
Lacamas Financial Services	
Paulson, Dyra & Co., CPAs	
Riverview Community Bank	
U.S. Dalik	
HEALTH	
Bluestream Counseling	
Brester Dentistry	
Camas Hearing Clinic	
Camas Vision Centre	
Clover Podiatry foot & ankle specialists	
Columbia Chiropractic chiropractic, massage	
Darling Chiropractic & Massage	
Design Dentistry, Aaron Rinta DMD	
Doula My Soul, Bryna Hayden	
Evergreen Holistic Coaching	
Healing Sage Acupuncture & Herbal Clinic Vancouver Vision Clinic	
	034-4002 1D
INSURANCE	
Farmer's Insurance Shanahan	
State Farm Insurance Julia Lo	
True Insurance Inc	4Д
LEGAL	
Hazen, Hess & Ott, PLLC	
Knapp, Odell, MacPherson Attorneys	
Posner Law Office, P.C.	524-4767 5D
The Vern McCray Law Firm	
OTHER	834-62623D
OTHER Akula Group	834-62623D
OTHER Akula Group	
OTHER Akula Group Brown's Funeral Home	
OTHER Akula Group	
OTHER Akula Group Brown's Funeral Home	
OTHER Akula Group Brown's Funeral Home Cascade Hasson Sotheby's International Realty Camas Power Equipment Camas Technology Specialists Clothes Encounters custom alterations	
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Wise Move Real Estate......986-570

Zion Lutheran Church.....

# 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

# **Advertising Opportunity**

# 2025 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. Multnomah Falls Information Center is a big distributor of the visitor magazine going through 400 magazines a week all season.

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 297,551 unique visitors and 234,175 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

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 McMinnville Chamber of Commerce Pendelton Chamber of Commerce Roseberg Chamber of Commerce Sisters Chamber of Commerce Stamania County Chamber of Commerce The Dalles Area Chamber of Commerce Woodland Chamber of Commerce Woodland Chamber of Commerce

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 Coos Bay Visitor Center

Explore Welcome Center, Lincoln City

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 Museum

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

Cascade Locks KUA
Celilo 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
Praters Motel
Pure Stoke

Quality Inn & Suites Rafting Companies Riverview Lodge Rock Creek Tavern

Rocky Hill Weddings and Events

Rocky Hill Weddings Rodeway Inn Ruby June Inn Rufus Hillview Motel RV Parks Sandy River RV Park Shell Station Shilo Inn Skamania Lodge

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

Troutdale Shops and Restaurants

Tyee 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, *columbiagorgetomthood.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 2025

## **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 2025. 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://columbiagorgetomthood.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 Tippel, 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://columbiagorgetomthood.com facebook.com/columbiagorgetomthood -:- Instagram@columbiagorgetomthood

# COLUMBIA RIVER GORGE ::: PRICE SHEET 2025

# 2025 Advertising Rates

### **Print Ads**

5% discount for return clients5% discount applied for pre-payments

One-Twelfth Page \$ 750

One-Sixth Page \$ 1350

One-Third Page \$ 2250

Half Page \$2800

Full Page \$3300

# 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 2025. 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

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Item 2.

# Camas WASHINGTON

# **2025 Application for Lodging Tax Funds**

# **Contact Information**

(Application deadline is 5:00 p.m. on Friday, May 9, 2025)

Amount of Lodging Tax Requested \* \$ 1,750.00

Organization/Agency Name \* City of Camas Parks &

Recreation

Federal Tax ID Number (EIN)

Event or Activity Name \* Hometown Holidays

Contact Name and Title \* c/o Chris Witkowski, Director Parks &

Rec

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

360-834-5307

Email \* cwitkowski@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 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."

# Projected Attendance/Population Reached

Total # Attendees

3000

# Traveling 50+ mi.

unknown

# Traveling from out-of-state

unknown

# Overnight in paid accomm.

3

# Overnight in unpaid accomm.

unknown

# of Lodging Nights

35

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 nonrandom 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

Hometown Holidays is building tourism/promoting events by becoming one of the "must go-to" events.

Residents are bringing in their out-oftown 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.

- 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)\*** 25-0509 Lodging Tax Grant for 564.99KB

Hometown 2025.pdf

JPG, PDF, TIF

**Description (explaining how you intend to use funds)**\* Lodging Tax 2025 - how are

funds to be used.pdf

381.53KB

4MB

3.16MB

inds to be asea.p

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

24-0909 Hometown Holiday

Flier 2024 Final.pdf

24-1120 Hometown Promo for

Liberty Theatre 2024.pdf

Press Release from 2024.pdf 299.36KB

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 <a href="https://www.cityofcamas.us/meetings">https://www.cityofcamas.us/meetings</a> 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 2025. 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 Friday, January 9, 2026, 5:00 p.m.

Certification *	I Acknowledge that all the information submitted in this application is accurate and true
Signature *	Krista I Bashan
Date	auto-captured by form 5/9/2025

# Lodging Tax Application - "Hometown Holidays" 2025

**Supporting Documentation** 

A. Amount requested: \$1,750.00 (Marketing: Advertising)

# 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\$2,240Office/Operating Supplies\$3,047Tools & Equipment\$ 370Professional Services\$5,269

Advertising \$1,750 (\$1,750 for print ads, banners – lodging tax dollars)

Rent/Lease \$5,220 Utilities \$ 175

Total Expenses \$18,071

C. Capital asset – unbudgeted \$ Not requested

D. Detailed Advertising Budget

Print Media

Banners (new production) \$ 650 (\$ 650 from lodging tax dollars) Print/on-line Ads (Columbian; Post Rec) \$1,100 (\$1,100 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; Downtown Camas Assoc. Facebook; Liberty Theatre pre-movie slide

# E. Description of event and how it will assist in building tourism, etc. (2024 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 -2025

Funds will be utilized to promote the Hometown Holidays event through contracted print and social media ads, and by purchasing new/additional banners.



# Camas Tree Lighting



Tree Lighting at 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 4:30pm 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:

National Lampoon's Christmas Vacation (PG13) 8:00PM\* Regular Admission

5:00-8:00pm

Tree Lighting at 5pm!

Photos with Santa Kids' Crafts

Entertainment

Food and Refreshments

Downtown Camas is closed to parking & traffic at 10am. Parking shuttle runs 4:30 to 8:30pm. 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 8:30PM.























# **NEWS**

# November 5, 2024 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

# Camas' Hometown Holidays and Tree Lighting Scheduled for Dec. 6

**CAMAS, Wash** – The City of Camas' Hometown Holidays, which draws thousands to downtown Camas, will take place Friday, Dec. 6, from 5 p.m. – 8 p.m. This festive event will include a full slate of activities, including the popular tree lighting ceremony.

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 will kick 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, Windermere Camas, iQ Credit Union, 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.

The free parking shuttle, courtesy of the Camas School District, will run its easy-to-park & ride event shuttles from 4:30 - 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 park their strollers at the Festival Information Tent, located at 4<sup>th</sup> & Cedar St.; and Journey Church will also be hosting a quiet room to allow diaper changing and nursing mothers.

For event locations and other event details, visit <a href="https://www.cityofcamas.us/parksrec/page/hometown-holidays-2024">https://www.cityofcamas.us/parksrec/page/hometown-holidays-2024</a>