

**LODGING TAX ADVISORY COMMITTEE
SPECIAL MEETING AGENDA**

Monday, July 2, 2018, at 3:30 p.m.

Camas Library, 625 NE 4th Avenue, Upstairs Mtg Rm B

I. CALL TO ORDER

II. ROLL CALL

III. MEETING AGENDA

- A. Approve June 26, 2017 Lodging Tax Advisory Committee Meeting Minutes
- B. Review Lodging Tax Applications

IV. ADJOURNMENT

NOTE: The City of Camas welcomes and encourages the participation of all of its citizens in the public meeting process. A special effort will be made to ensure that a person with special needs has the opportunity to participate. For more information, please call 360.834.6864.



**LODGING TAX ADVISORY COMMITTEE
SPECIAL MEETING MINUTES - DRAFT
June 26, 2017 at 3:00 p.m.
Camas City Hall, 616 NE 4th Avenue**

I. CALL TO ORDER

Chair Turk called the meeting to order at 3:06 p.m.

II. ROLL CALL

Present: Brent Erickson, Shannon Turk
Staff: Pete Capell

III. MEETING AGENDA

It was moved by Erickson, seconded by Turk, to approve the December 21, 2016 Lodging Tax Advisory Committee Special Meeting minutes. The motion passed unanimously.

The committee reviewed the Lodging Tax Applications. It was moved by Turk, seconded by Erickson, to approve the Lodging Tax Applications up to \$9,386, subject to Council approval of supplemental budget of \$1,352.

• Downtown Camas Association (DCA) Farmer's Market Ad	\$ 150
• DCA Regional Ads	5,000
• DCA Plant & Garden Fair	748
• DCA Walking Maps	988
• Chamber of Commerce Camas Days Promotion	<u>2,500</u>
TOTAL	\$9,386

The motion passed unanimously.

IV. ADJOURNMENT

The meeting adjourned at 3:20 p.m.



Lodging Tax Application

Event:	<u>Camas Days 2018</u>		
Estimated number of tourists traveling over fifty miles to the event:	<u>12,000 plus</u>		
Name of Organization:	<u>Camas-Washougal MFC</u>		
Mailing Address:	<u>P.O. Box 919 Camas, WA 98607</u>		
Contact Person:	<u>Brent Erickson</u>	Phone:	<u>(360) 314-8579</u>
		E-Mail:	<u>brent@cwchambers.com</u>
Amount Requested: \$	<u>2,500.00</u>	Total Event Cost \$	<u>27,514.00</u>

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

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

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

TAX ADVISORY COMMITTEE CRITERIA FOR SELECTION OF LODGING TAX FUND RECIPIENTS:

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

STATE REQUIREMENTS:

Local jurisdictions are required to provide annual reports on the expenditure of lodging tax funds. The report must include:

- The list of events or non-profit organizations that receive lodging tax funds
- The amount of lodging tax funding expended on each festival or special event sponsored by a non-profit

Information for these requirements should be provided as part of this application process. The City requests that all events or activities receiving lodging tax funds provide, to the best of their ability, the estimated total number of attendees, the estimated attendees who are tourists and any information regarding overnight stays that is available.

Signature of Authorized Applicant: Brent Erickson

Date: 1-29-18



P.O. Box 919 • 422 N.E. 4th Avenue • Camas, WA 98607
Tel: (360) 834-2472 • Fax: (360) 834-9171 • www.cwchamber.com

January 29, 2018

The Camas-Washougal Chamber is requesting \$2,500 for the promotion of the 2018 Camas Days event, which is the same amount as last year.

The Chamber is in charge of placing 120 vendors, art, craft, local non-profits, downtown retail businesses and 16 food vendors, also running of Kids Street, Wine & Microbrew with live music on Friday and Saturday and in charge of the main parade on Saturday.

The event does bring overnight stays to the Camas Hotel and in fact the class of 1978 from Camas High School will be holding their class reunion during Camas Days this year.

The \$2,500 request, is for the promotion of the event in the following ways. Ads in The Columbian with 8 runs and online presence, 500 poster placed in East Clark County, four large banners located in Camas and Washougal, promote the event in the Washington State Festival Guide and with Beyond 50.

Columbian ad and online cost \$2090.

Posters: \$213.

Banners: \$479.

Festival Guide: \$125.

Beyond 50: \$80.

Total cost for promoting of the event: \$2987.

Respectfully,

A handwritten signature in black ink, appearing to read "Brent Erickson".

Brent Erickson
Executive Director



LODGING TAX FUND APPLICATION FORM

Event: Downtown Camas Walking Maps, 5000 count
Estimated number of tourists traveling over fifty miles to the festival or event: will be placed in Vanc. Visitors center, Best Western, Gorge hotels + visitors centers, East Vanc. hotels, etc.
Name of Organization: Downtown Camas Assoc.
Mailing Address: PO Box 1034 Camas, WA 98607
Contact Person: Carrie Schulstad Phone: 360 904-0218 E-Mail: director@downtowncamas.com
Amount Requested: \$ 950 Total Event Cost: \$ 2418.96 + mailing

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

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

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

CRITERIA FOR SELECTION OF LODGING TAX FUND RECIPIENTS:

- Event can demonstrate, through surveys, event registration information, hotel registration information or other method, that it brings overnight visitors who stay in Camas lodging establishments.
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- Event has growth potential and organizer has a plan for increasing attendance.
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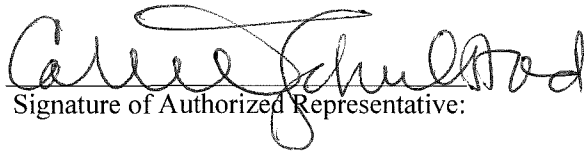
STATE REQUIREMENTS

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

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

Information for requirements #1 and #2 should be provided as part of this application process. The City requests that all events or activities receiving lodging tax funds provide, to the best of their ability, the estimated total number of attendees, the estimated total number attendees who are tourists (defined as traveling more than fifty miles) and any information regarding overnight stays that is available. For events held in the following year information will be due to the City by **March 31, 2012**

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


Signature of Authorized Representative:

6-18-18
Date:



LODGING TAX FUND APPLICATION FORM

Event: Camas Plant & Garden Fair 2018

Estimated number of tourists traveling over fifty miles to the festival or event: 500-1000

Name of Organization: Downtown Camas Assoc.

Mailing Address: PO Box 1034 Camas, WA 98607

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

Amount Requested: \$ 772.50 Total Event Cost: \$ 5392

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

- (1) A brief budget including all income and expenses for the event (including matching funds and in-kind contributions) and clearly showing which expenses lodging tax dollars will be used for.
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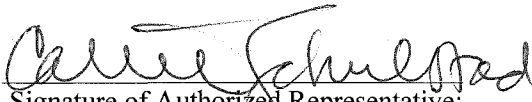
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6-18-18
Date:



Attachment for Lodging Tax Fund Application Camas Mother's Day Plant & Garden Fair 2018

The Camas Plant and Garden Fair attracts thousands of visitors to Downtown Camas, bringing increased exposure to our downtown and increased business to our merchants. Attracting visitors from Oregon helps us to increase tourism from Portland and surrounding areas. We have the opportunity to continue to grow this event with more vendors and visitors each year.

Advertising done in 2018:

PDX Pipeline \$109, 150x150 Banner on Sidebar on every page of website for one week (50,000+ impressions); a basic listing + Front Page Feature: Featured on Front Page of PDX Pipeline for one week (15,000 weekly unique visitors); Analytics: receive analytics on Page views, Clicks, & Social Media views.

Green Living \$493.50, 2/3 page ad, wide distribution through Portland Metro area, Clark County, and the Gorge, see attached. Discounted nonprofit rate (orig \$705)

Country Register \$170, April/May issue, 4.775x7.2 full color, dist. All throughout OR and WA

Facebook ads \$90.00 and extensive FB posts

Post Record \$186, 1 full color 3x8 ad (free full color donated)

Banners placed at 6th Avenue poles by Shell station and on 3rd Ave Safeway lattice board

Flyers and Counter Cards \$500, sponsorship by Columbia Litho

Street Side Signs (total of 22 placed around City)

Other:

Portapotties: \$525 sponsored by Georgia Pacific

Multiple free online event calendars

Plant Fair Vendors from all over area advertise to their customers



LODGING TAX FUND APPLICATION FORM

Event: Regional ad: Visit Vancouver USA, Columbia Gorge
to Mt Hood VISITORS Guide + Scenic WA Road Trips
Estimated number of tourists traveling over fifty miles to the festival or event: see attached
Name of Organization: Downtown Camas Assoc.
Mailing Address: PO Box 1034 Camas, WA 98607
Contact Person: Carne Schulstad Phone: (360) 904-0218 E-Mail: direct@downtowncamas.com
Amount Requested: \$ 5,000 Total Event Cost: \$ 5,784.90

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


Signature of Authorized Representative:

6-18-18
Date:



Dear Camas LTAC,

Our DCA Promotion Committee would like to apply for lodging tax dollars to help fund regional ads for 2018 in the:

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

Total Cost of regional ads for Camas: \$5,784.90

Total request of lodging tax funds for regional ads at this time is \$5,000.

See attached demographic and media distribution sheets for each publication.

Columbia Gorge to Mt Hood Visitor's Guide:

- This is a co-op ad with 6 merchants with the cost to the DCA **\$477** (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).
- **100,000** copies distributed annually with 20,000 copies provided to Travel Oregon for promotion of the Columbia Gorge. See full media kit.
- This magazine is online as well.

Vancouver USA Visitor Guide:

- The Vancouver USA ad is a full page shared equally with Washougal Tourism and the DCA. The cost to the DCA is **\$1710.15** (full page ad \$3421). Camas Hotel to pay \$200 of this cost to have hotel ad incorporated into design.
- **95,000** copies distributed annually with bonus circulation of 46,000 mailed with Seattle Met and Portland Monthly. See full media kit.
- This guide is online as well.

Scenic WA State:

- Full page ad in 2018 Scenic Road Trips Guide shared with Washougal Tourism
- 2 featured 365 Washington State FB posts (119,000 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 double opt-in subscribers) with analytics
- Total cost **\$5,995 (\$2997.50 ea) with 10% nonprofit discount = \$2697.75 for Camas.**

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

Wind River Publishing LLC

Publishing since 1993
windriverpub@gmail.com
www.windriverpublishing.net

Client : Downtown Camas

Invoice # 1128-5

Date : November 28 , 2017

Contact : Carrie

2018 Columbia Gorge to Mt Hood
\$1450
Balance Due

Prepay by December 31st and receive a 5% discount
Amount would be \$1377

PLEASE NOTE A NEW MAILING ADDRESS, MY OFFICE
MOVED IN JULY 2017

Please send payment to

Wind River Publishing
714 Cascade Ave UNIT 11
Hood River OR 97031
Ph 541-806-1436

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@judywrpub

Advertising Opportunity

2018-19 COLUMBIA GORGE TO MT. HOOD

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

Mt. Hood Columbia River Gorge Region Tourism Alliance has renewed their contract with Wind River Publishing, LLC in collaboration to combine efforts to produce a comprehensive publication to include the Mt. Hood Territory. 100,000 copies will be printed with 20,000 copies provided to **TRAVEL OREGON** to be used as a regional fulfillment piece promoting Columbia River Gorge, Mt. Hood Territory and surrounding areas.

The Columbia Gorge to Mt. Hood visitors magazine is one of the most popular guides to the Columbia River Gorge, Mt. Hood 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.

Mt. Hood Columbia River Gorge Region Tourism Alliance, Columbia Gorge Tourism Alliance (CGTA), Travel Oregon and Multnomah Falls Visitor Center have chosen this magazine as their guide of choice to offer to guests from all over the world. In addition, this magazine is seen by hundreds of visitors from all over the world who visit the CGTA, Travel Oregon, and Mt. Hood - The Gorge websites. This is a very well received publication.

Travel Oregon will distribute Columbia Gorge to Mt. Hood visitors magazine to 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.**

Please consider placing an ad in this publication as you plan your budget for 2018-19. This media kit and a digital copy of the 2017-18 magazine are available at www.windriverpublishing.net. We plan to print 100,000 magazines with a 2018 completion date of April 23, 2018.

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@judywrpub

Main Distribution Sites (bolded sites are new distribution sites that requested magazines in 2017)

PDX Baggage Claim Information Center

PDX Car Rental Information Center

Camas Washougal Chamber of Commerce
 Goldendale Chamber of Commerce
 Hood River Chamber of Commerce
Kelso Longview Chamber of Commerce
 Maupin Chamber of Commerce
 Mt. Adams Chamber of Commerce
 Pendleton Chamber of Commerce
 Ritzville Area Chamber of Commerce
 Roseburg Chamber of Commerce
 Sandy 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
 Bend Visitor Center
 Collinging Visitor Center
 Coos Bay Visitor Center
 Fort Vancouver Visitor Center
 Granis Pass Visitor Center
 LaPine Visitor Center
 Moses Lake Visitor Center
 Multnomah Falls Visitor Center
 Olympia Visitor Center
 Pine Creek Visitor Center
 Portland Airport Visitor Center
 Seaside Visitor Center
 Southern Oregon Visitor Center
 Sweet Home Visitor Center
 The Dalles Dam Visitor Center
 Travel Portland Visitor Center
 Travel Salem Visitor Center
Yakima Valley Visitor Center
 Astoria Welcome Center
 Brookings Welcome Center
 Klamath Falls Welcome Center
 Lakeview Welcome Center
 Ontario Welcome Center
 Oregon City Welcome Center
 Mt. Hood Cultural Center & Visitor Information
 Mt. St. Helens Monument Headquarters
 Travel Oregon
 Bonneville Locks & Dam, OR and WA
 Hood River Ranger Station
Mark Hatfield State Park
Port of Coos Bay

Spring Creek Fish Hatchery
 Zig Zag Ranger Station
 City of Brownsville
 Columbia Gorge Discovery Center
 Columbia Gorge Interpretive Center
 Fort Vancouver Library District
 Hood River Library
 Stevenson Library
 Maryhill Museum
Pearson Air Museum
 WAAAM Museum
 2nd Wind Sports
AAA of Springfield
 American Express Cruise Ship
 B&Bs
 Best Western Columbia River Inn
 Best Western Hood River Inn
 Best Western Mt. Hood Inn
 Best Western Plus Cascade Inn & Suites
 Big Jims Drive In
 Bonneville Hot Springs Resort
 Boys Pine Grove Store
 Budget Inn
 Burgerville
 Camas Shops and Restaurants
 Cascade Inn
 Cascade Locks KOA
 Celilo Inn
 Charburger Restaurants
Collins Lake Resort
 Columbia Gorge Hotel
 Columbia Gorge Motel
 Columbia Gorge Racing Sailors Packets
 Columbia Gorge Riverside Lodge
 Columbia Gorge Sternwheeler Center
 Comfort Inn
 Comfort Suites
 Cooper Spur Resort
 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
 Heathman Hotel

Hood River Chevron
 Hood River Shops, Pubs and Restaurants
Huckleberry Inn
 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 Vacation Rentals
Mt. Hood Village RV Resort
 Nu Vu Motel
Oregon Convention Center
 Oregon Motor Inn
Peach Beach RV Park
Portland Outdoor Store
 Praters Motel
 Rafting Companies
 Rasmussen Farms
Resort at the Mountain
 Riverview Lodge
 Rodeway Inn
 Rufus Hillview Motel
 RV Parks
Sandy Historical Society
Sandy River RV Park
Sage Center Boardman
 Shell Station
 Shilo Inn
 Skamania Lodge
 Skamania Store
 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

Hello! My name is Cindy Cartwright and this past weekend while visiting Multnomah Falls, I picked up a copy of the magazine Columbia Gorge// Two States, Two Volcanoes & One Big River. 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 wished 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 Amezcuita Cartwright

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 Gorge to Mt. Hood 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 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 GORGE TO MT. HOOD :: ADVERTISING GUIDELINES 2018

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, OneDrive or CD-Rom. Email ads to windriverpub@gmail.com.
- + Additional fees may apply to ads that are not press-ready. Fees are dependent upon the type and amount of work required, but a minimum fee of \$30 will be applied.
- + 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, 2017

DEADLINE FOR SUBMITTING ADVERTISING ARTWORK IS JANUARY 8, 2018

5% DISCOUNTS OFFERED FOR PRE-PAYMENTS: DEADLINE IS JANUARY 12, 2018

Please use this packet to help plan your budget for 2018-19. If you are certain you would like to reserve space now, feel free to contact Judy Bair (see above for contact information).

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

Testimonials

I would like to tell you how much we love the Columbia Gorge to Mt. Hood 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 Jan. 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*

As a Forest Service representative stationed in the Skamania Lodge, I find the Columbia Gorge to Mt. Hood 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

Columbia Gorge to Mt. Hood 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 Columbia River Gorge visitor magazine.

Jessica / Reservation Desk, Hood River Hotel

Two states, Two volcanoes, & One big river has been a very hot item of interest to visitors from many different states. I can't keep enough copies in supply for everyone. Requests have been made for 1 copy up to a case of copies. I have referred some requests on to Judy Bair. I hope Judy has been able to assist me in keeping our visitors happy. I, Darrel Pearce, am an assistant at The West Columbia Gorge Chamber of Commerce & Visitor Center. I strive to leave a smile on all of my visitors faces when they leave here. Thank you Judy, for helping me to achieve my goals.

Dale Pearce, W Columbia Gorge Chamber of Commerce & Visitor Ctr

The Columbia Gorge to Mt. Hood 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

TARGETED DISTRIBUTION

TOTAL CIRCULATION 141,000

CIRCULATION 95,000 / BONUS CIRCULATION 46,000

Mailed with subscriber copies of *Portland Monthly* and *Seattle Met*

YEAR-ROUND DISTRIBUTION AT

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

DIGITAL DISTRIBUTION

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



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

- Washington State Bar Association

2018 VISIT VANCOUVER USA NET RATES

SIZE	RATE
Full Page	\$3,421
2/3 page	\$2,599
1/2 Page (H Only)	\$2,222
1/3 (H or V)	\$1,609
1/6 Page (V Only)	\$947
Back Cover	\$4,174
Inside Front Cover	\$3,786
Inside Back Cover	\$3,786

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

DEADLINES

Space Reservation: **January 12, 2018**

Materials Due: **January 19, 2018**

Distribution: **March 2018**



FULL PAGE

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



1/2 PAGE

HORIZONTAL:
7" x 4.625"



1/6 PAGE

VERTICAL:
2.25" x 4.625"



2/3 PAGE

VERTICAL:
4.625" x 9.5"



1/3 PAGE

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

Scenic Washington State

215 W. Holly Street, Suite H-24
Bellingham, Washington 98225
360-603-4981

Insertion Order**BILL TO:**

Downtown Camas Association
PO Box 1034
Camas, WA

SHIP TO:

Downtown Camas Association
PO Box 1034
Camas, WA

Product Name: SWG18BEST

Status: Pending Approval

Ad Due Date: 02/01/2018 11:00 AM

Payment Due Date: 02/28/2018

S.No. Product Details**1. SBG5: Integrated Best - Full Page Guide Full Page Integrated Media**

List Price	Discount	Total
\$5,995.00	\$2,997.50	\$2,997.50

INCLUDES:

- Full page ad in 2018 Scenic Road Trips Guide (Printed April 2018)
- Four featured 365WashingtonState Facebook posts annually (119,000 followers)
- Scenic WA mobile app location page
- ScenicWA.com listing and featured story
- Exclusive e-newsletter campaign (45,000 double opt-in subscribers)

Sub Total **\$2,997.50**

Adjustment \$0.00

Grand Total \$2,997.50

Comments: Materials deadline of 2/1 for print publication. Digital dates to be secured ASAP. Full cost is split between Downtown Camas and City of Washougal.

Client Approval by: Carrie Schulstad**Signature** _____**Date:** ____/____/____**Sales Representative:** Erin Christopher 360-603-4983

10% discount
off that
\$2697.75
total

Terms and Conditions

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

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

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

SCENIC

WASHINGTON STATE 365



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When it comes to travel—from trip planning to last-minute decisions—consumers are surrounded by information options. **ScenicWA** engages traveling consumers with authentic travel experiences— whoever they are, wherever they are and whenever they want. Our Washington State maps, guides, website, social media, mobile app and toll free concierge service **surround over one million people** likely to consider Washington as a travel destination. With ScenicWA, buy once, reach everywhere.

www.ScenicWA.com
Road Trip Suggestions



Scenic Washington State
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Road Map
450,000 Readership



Seriously Social
Workshops
How to tell your story
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Washington State 365
Mobile App



Washington State
Travel Contact Center
Toll-free travel counseling



Weekly WA Travel Inspirations
42,000 Opt-In Email Subscribers

SCENIC WA INTEGRATED MEDIA PROGRAMS

Regardless of budget or preference for print or digital, our integrated media programs allow clients to take advantage of ScenicWA's reach to over **one million** travel consumers.



Every traveler is different, especially when it comes to the media choices they use to get travel information. Our clients can be confident they'll reach the right audience with ScenicWA's engaging content whenever and wherever they look for travel ideas and inspirations.

Scenic

WASHINGTON STATE 365

Providing A Daily Dose of Travel Inspiration

Sales Contact Information

Audrey Fraggalosch800-546-8401 x103
audrey@scenicwa.com
Jennifer Coleman800-546-8401 x106
jennifer@scenicwa.com
Erin Christopher800-546-8401 x102
erin@scenicwa.com

STARTER

\$695

- Recommended Stop 2018 Scenic Road Trips Guide (Printed April 2018)
- Scenic WA mobile app location page
- ScenicWA.com listing
- Priced separately \$835; you save \$140 with the integrated package

BASIC

\$1,895

- Quarter page ad in 2018 Scenic Road Trips Guide (Printed April 2018)
- Road map advertisers get 5% discount on display ad in guide
- One featured 365WashingtonState Facebook post annually
- Scenic WA mobile app location page
- ScenicWA.com listing
- Inclusion in group e-newsletter campaign
- Priced separately \$2,628; you save \$733 with the integrated package

GOOD

\$2,495

- One-third page ad in 2018 Scenic Road Trips Guide (Printed April 2018)
- Road map advertisers get 5% discount on display ad in guide
- Two featured 365WashingtonState Facebook posts annually
- Scenic WA mobile app location page
- ScenicWA.com listing
- Inclusion in group e-newsletter campaign
- Priced separately \$3,523; you save \$1,028 with the integrated package

BETTER

\$3,695

- Half page ad in 2018 Scenic Road Trips Guide (Printed April 2018)
- Road map advertisers get 5% discount on display ad in guide
- Three featured 365WashingtonState Facebook posts annually
- Scenic WA mobile app location page
- ScenicWA.com listing and featured story
- Exclusive e-newsletter campaign
- Priced separately \$5,318; you save \$1,623 with the integrated package

BEST

\$5,995

- Full page ad in 2018 Scenic Road Trips Guide (Printed April 2018)
- Road map advertisers get 5% discount on display ad in guide
- Four featured 365WashingtonState Facebook posts annually
- Scenic WA mobile app location page
- ScenicWA.com listing and featured story
- Exclusive e-newsletter campaign
- Call for cost of Premium Positions (back & inside front covers)
- Priced separately \$7,613; you save \$1,618 with the integrated package

NOTE: Art for 2018 print ads is due February 1, 2018. All other features and benefits are effective immediately upon signing. Sign up early to get extra months of exposure for all of 2017.

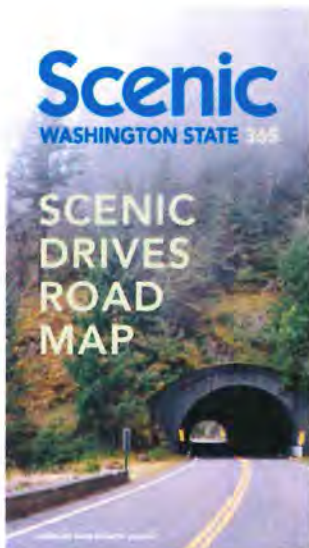
SCENIC WA PRODUCT PRICING



Scenic Washington State Scenic Drives and Road Trips Pocket Guide

This full-color 100-page pocket guide is widely recognized as Washington State's premier travel planning resource for scenic drives and road trips. Featuring maps and point-to-point stops through the state's scenic byways and cities, this handy pocket guide contains the type of locally curated information that visitors most often request.

NOTE: Art for 2018 print ads is due February 1, 2018. All other features and benefits are effective immediately upon signing.



Scenic Washington State Scenic Drives and Road Trips Road Map

A printed road map is still among the most requested items at visitor information centers and hotel front desks. This is the best possible audience for you to reach because these travelers are not just planning to come to Washington, many of them are ALREADY HERE! Space is limited so reserve early.

NOTE: Art for 2018 print ads is due February 1, 2018. All other features and benefits are effective immediately upon signing.



facebook/365WashingtonState

Our Facebook fan base has grown to more than 115,000 followers who regularly like, comment, share and promote our page. Our comment feeds are filled with hundreds of comments and images that fans post from their own experiences. While a reach of 20-30,000 per day is common, some posts reach more than 300,000.

Back Cover (Full page specs)	\$8,995
Inside Front Cover (Full page specs)	\$7,495
Full Page	\$4,995
Size: 4" x 9" trim; add 1/8" bleed to all sides	
Half Page, Size: 3.417" x 4.125"	\$3,095
One-Third Page, Size: 3.417" x 2.625"	\$2,095
One-Quarter Page, Size: 3.417" x 2"	\$1,595
Recommended Stop Listing	\$595
Listing includes business name, photo, phone, address and web URL plus 12-word description.	
3.417" x .833"	

Distribution

Visitor Information Centers (WA, ID, OR)	50,000
Attractions, Hotels, WA & BC Ferries	99,000
Mailed on Request	1,000
Total Print Run	150,000
Estimated Readership	375,000

Center Full-Panel	\$5,995
3.33" x 7.25" (only 4 spaces available)	
Center Half-Panel	\$3,995
3.33" x 3.5" (only 8 spaces available)	
Center Quarter-Panel	\$2,195
3.33 x 1.69" (only 2 spaces available)	
Side Full-Panel	\$4,495
2.5" x 6.5" (only 2 spaces available)	
Side Half-Panel	\$2,995
2.5" x 3.5" (only 2 spaces available)	
Premium Placement	
Back Cover, 4.17" x 7.32" add 1/8" bleed	\$9,995
Inside Fold 4.17" x 7.32" add 1/8 bleed	\$8,495
Map Size (fully folded out)	35" x 22"

Distribution

Visitor Information Centers (WA, ID, OR)	174,000
Mailed on Request	1,000
Total Print Run	175,000

365 Washington State Facebook Post

Individual Featured Post	\$395
Be natively incorporated* and tagged into one of our daily posts within the context of that day's recommended Washington State activity.	

**We have generated a large, organic following due to the authenticity of our content. We retain editorial control over the content we post.*

SCENIC CYCLING

Tour the Couve's
Urban Trails

TOP EVENTS

Dining Month, Concerts,
Brew Festivals + More

HISTORIC TOURS

Local Lore, Party Cycles +
Segways

Vancouver

usa

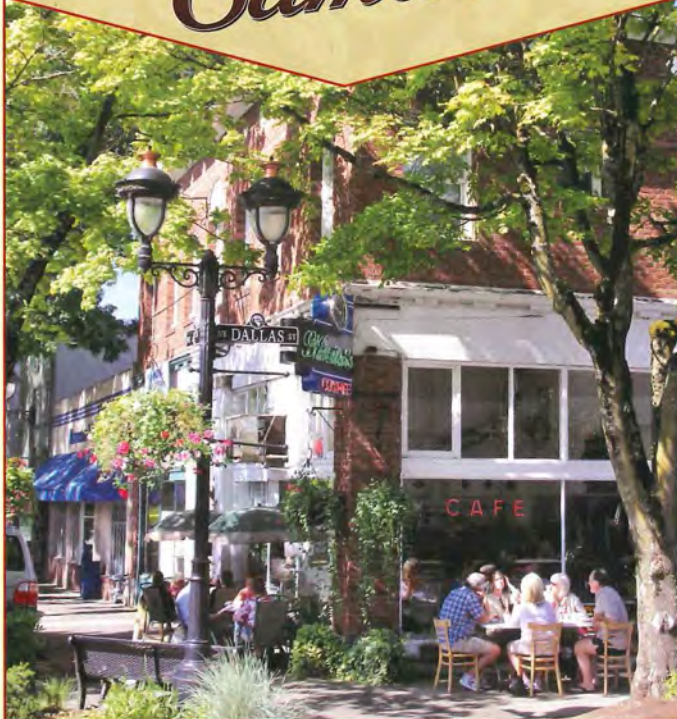
New
Waterfront
Opening
Summer
2018

EXPLORE LIKE A LOCAL

Discover the best brews, top eats, and scenic trails of Vancouver's neighborhoods.

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.

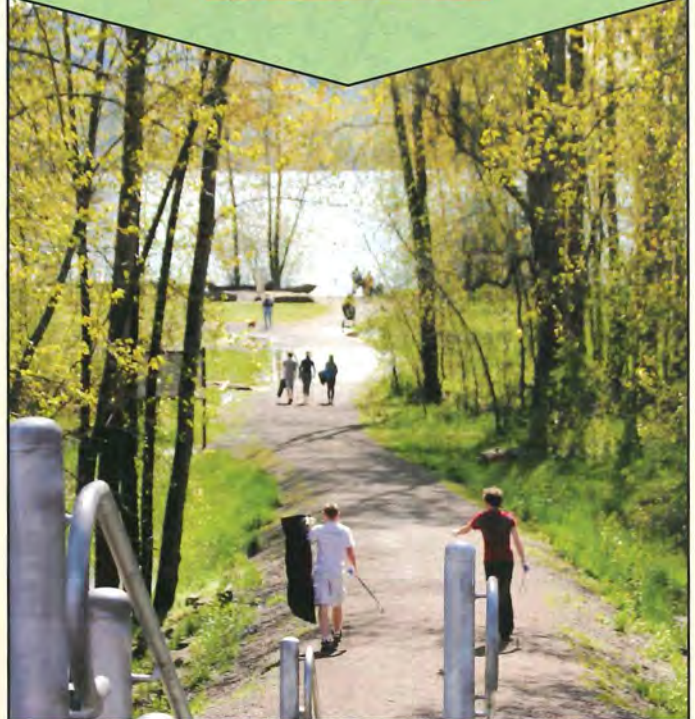
Find out more at DowntownCamas.com



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Natural beauty awaits

in every corner of Washougal.

Come for the hiking, birding, history,
water sports and more and stick around for
great dining, shopping and craft breweries.

Explore more at visitwashougal.com



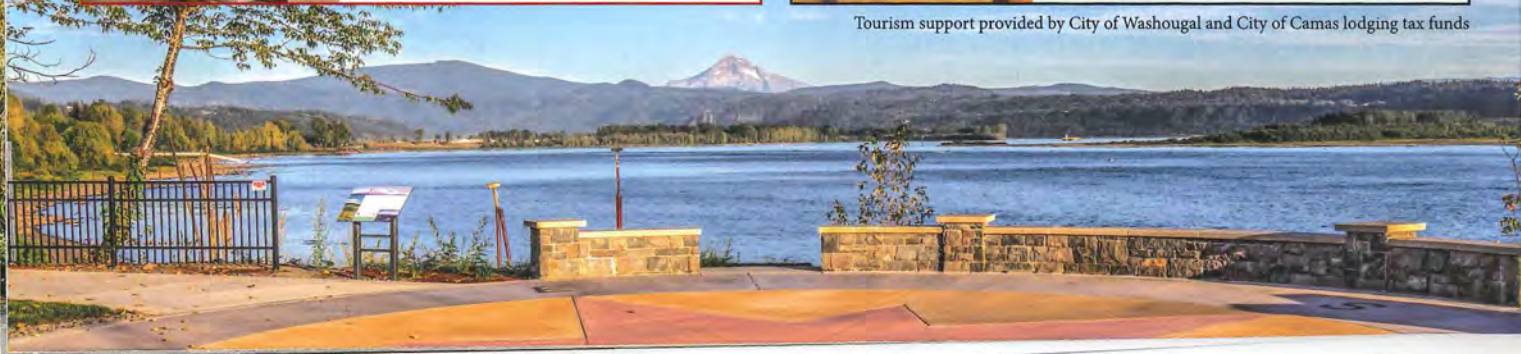
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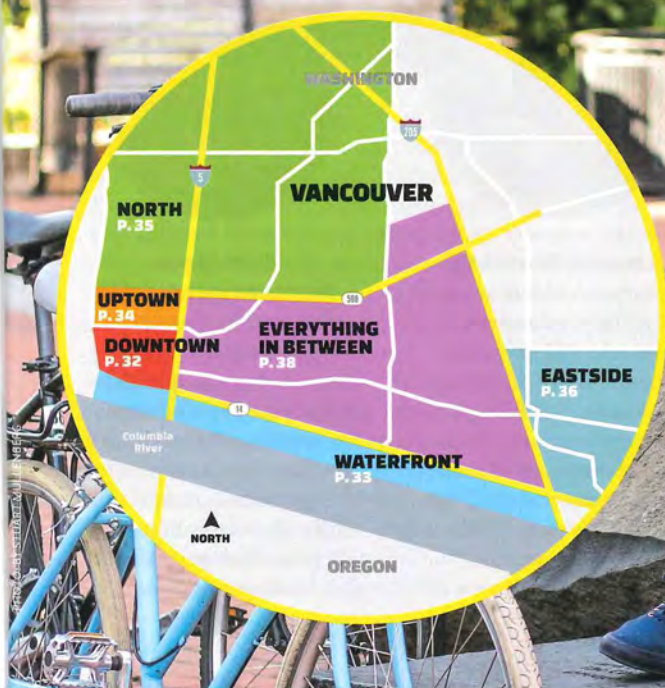
Tourism support provided by City of Washougal and City of Camas lodging tax funds



VANCOUVER'S

NEIGHBORHOOD

GUIDE



S TRETCHING EASTWARD from the banks of the Columbia River and northward toward the foothills of the Cascades, the neighborhoods of Vancouver USA comprise a growing destination rich in history and bonded by a sense of community. Here you'll find diverse enclaves that range in size and scope from a vibrant downtown to a bustling tech center to a historic shopping center and restaurant district. Discover what makes each area unique, and experience the stories behind them. →

TWO STATES, TWO VOLCANOES & ONE BIG RIVER

COLUMBIA GORGE TO MT. HOOD

OREGON & WASHINGTON'S PLAYGROUND™

EXPLORE YEAR-ROUND FUN IN PARADISE

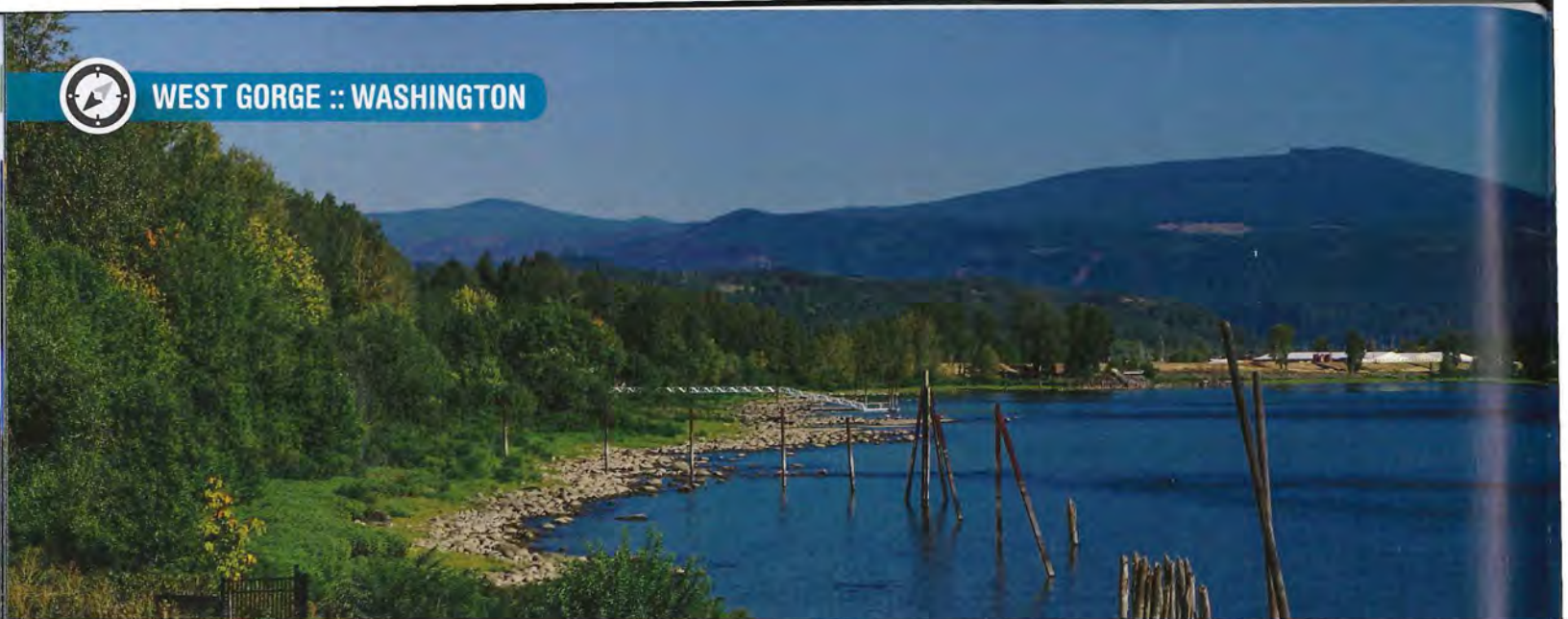
Scenic Drives
& Maps

Hiking &
Biking Guide

Outdoor
Recreation &
Water Play

Events
& Area
Attractions

2018/19



VIEW FROM WASHOUGAL WATERFRONT PARK

The small town charm and riverfront trails of Camas and Washougal are located at the western entrance to the Columbia River Gorge National Scenic Area. Shopping, dining, history, breweries, art, hiking, water sports and more await you.

→ COMMUNITIES

CAMAS

Conveniently located just 15 minutes from the Portland airport, historic Downtown Camas is the perfect place to relax, slow down and spend a day or night. Enjoy the fine shops, art galleries, brewpubs and eateries, and authentic small town charm. Walkable tree-lined streets, an inviting boutique hotel and notable movie theatre add to the experience. Outdoor enthusiasts will have fun hiking, biking, kayaking, SUPing, fishing, watching wildlife, and exploring the beautiful springtime Camas lily fields at nearby Lacamas Lake. Surprising outdoor adventures so close to town.

WASHOUGAL

The western gateway to the Columbia River Gorge Scenic Area, a visit to Washougal is a perfect place to start or end your gorge adventure. Motorists who approach Washougal from the west on the Lewis and Clark Hwy (Hwy 14) enjoy a stunning view of Mt. Hood rising above the Cascade Mountains. Stop in downtown for unique shopping, dining, local craft breweries and many works of art sprinkled throughout the community. There is great summertime swimming on the Columbia and Washougal Rivers as well as bountiful year-round fishing. A favorite pastime for many is walking and biking on the scenic trails along the riverfront, enjoying the numerous birds and wildlife living there.

→ ATTRACTIONS

PORT OF

CAMAS-WASHOUGAL

Recreational boaters and fishermen from throughout the area use the large, modern launch facility at the Camas-Washougal Marina as their point of entry to Columbia River fun. A variety of community events are hosted at Marina Park and the new Washougal Waterfront Park walking trail features fantastic views of the Columbia River and Mt. Hood with historic markers along the way.



Tina Eifert

STEIGERWALD LAKE NATIONAL WILDLIFE REFUGE

This wildlife refuge consists of 1,049 acres of former Columbia River floodplain including shallow ponds, marshes, open fields and riparian woodlands. You can find over 200 recorded species of birds making this a great bird watching area.

LACAMAS LAKE

This vibrant lake has amazing views, great picnicking areas, waterfalls and walking trails.

HIDDEN GEMS

Take a stroll at Washougal Waterfront Park to visit "Erric the Erratic" boulder, deposited here more than a million years ago during the Missoula Floods.

Discover the native culture, pioneer history and industrial growth that formed Camas and Washougal with a visit to the Two Rivers Heritage Museum.

Find the hidden bronze birds among the landscape of charming Downtown Camas, these artful beauties are fun to find for young and old.

Explore the surprisingly diverse hiking and biking trails and captivating lakes and waterfalls on the Heritage Hiking Trail. Camas lily fields in the Spring are spectacular!

Enjoy every First Friday of the month with art shows, fun themed activities, dining and after hours shopping in historic Downtown Camas.

Visit scenic and historic Cottonwood Beach, located at Captain William Clark Park. Take a walk, swim or paddle.

Search for mini-murals painted by local artists that invite you in for a photo-op and tell a bit about the area.



WASHOUGAL INTRODUCES WATERFRONT PARK AND TRAIL

Text provided by ANGELINA ANDERSON, PORT OF CAMAS-WASHOUGAL

The new Washougal Waterfront Park at the Port of Camas-Washougal is a lively, walkable community space. The park and trail wows with magnificent views, offers educational signage, rain gardens and plentiful artwork. The waterfront trail is connected through kiosks and wayfinding signs that will soon connect to downtown Washougal and Camas and other area trail systems.



Coming in Fall 2018 is a natural play area with log steppers, balancing beams, a hillside slide, vegetation tunnel, musical instruments, a boulder maze and an interactive statue of Sasquatch. With a climbing rope and bouncy turf base, all ages will be able to enjoy the legendary creature up close.

What once was a lumber mill site has been dedicated as space for generations to enjoy.

In 2016 the Washington State Recreation and Conservation Office gave the Port of Camas-Washougal its Bravo Award, honoring it as a top project of the year. The Port went on to become Salmon-Safe Certified, vowing that the park and trail will always be maintained in an environmentally friendly way and will help to restore salmon run in the Columbia.

The City of Washougal is a small vibrant town east of Vancouver, Washington, conveniently located at the "Gateway to the Gorge" along the Columbia River. The Port of Camas-Washougal represents two towns, Camas and Washougal, which are home to an industrial park, marina, airport and four major parks and trail systems.

For more on this project, please visit www.WashougalWaterfront.com.



Rene Carroll



Rene Carroll



KEEP DISCOVERING WASHOUGAL



Cottonwood Beach



Cape Horn Trail



Downtown Washougal

2018 EVENTS: RUN TO REMEMBER | SW WASHINGTON TAMALES FESTIVAL | FOURTH OF JULY CELEBRATION AND CONCERT | LUCAS OIL PRO MOTOCROSS CHAMPIONSHIP
WASHOUGAL ART FESTIVAL | PACIFIC NORTHWEST SPARTAN RUN | PIRATES IN THE PLAZA | HERITAGE DAY | OKTOBERFEST | SCARY RUN

VISITWASHOUGAL.COM

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

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August 11, 2018

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of Washougal

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WACA
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EST. 2014

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downtown **Camas**

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

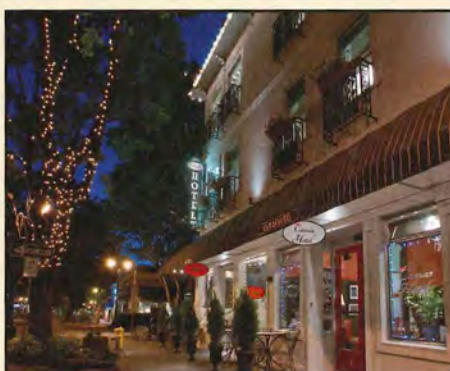
Come Visit and Enjoy!

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



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