



## 2024 Application for Lodging Tax Funds

### Contact Information

---

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

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

# Application Questions

---

## Activity Type \*

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

## Check all that apply to this application \*

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

## Which one applies to your agency \*

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

**Describe your tourism-related activity of event \***

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

**Projected Attendance/Population Reached**

---

**Total # Attendees** 5000

**# Traveling 50+ mi.**

**# Traveling from out-of-state**

**# Overnight in paid accomm.**

**# Overnight in unpaid accomm.**

**# of Lodging Nights**

## Methodology to be used to capture attendance\*

(check all that apply)

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

### - Other description:

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

# Attachments

---

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

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

# Activity Report Info

---

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

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

## Post-event required information:

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

**If you have any questions - send an email to [administration@cityofcamas.us](mailto:administration@cityofcamas.us) with Lodging Tax Application in the subject line.**

## SIGNATURE AUTHORIZATION & CERTIFICATION:

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

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

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

**Certification\***

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

**Signature\***

*Suzanne Ferguson*

**Date**

auto-captured by form  
4/27/2024

Comments

Approve

Not Approved

## Explore Camas Passport

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



## Explore Camas Passport

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

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

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

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

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

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

### Marketing:

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

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

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

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

### Participating Businesses:

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

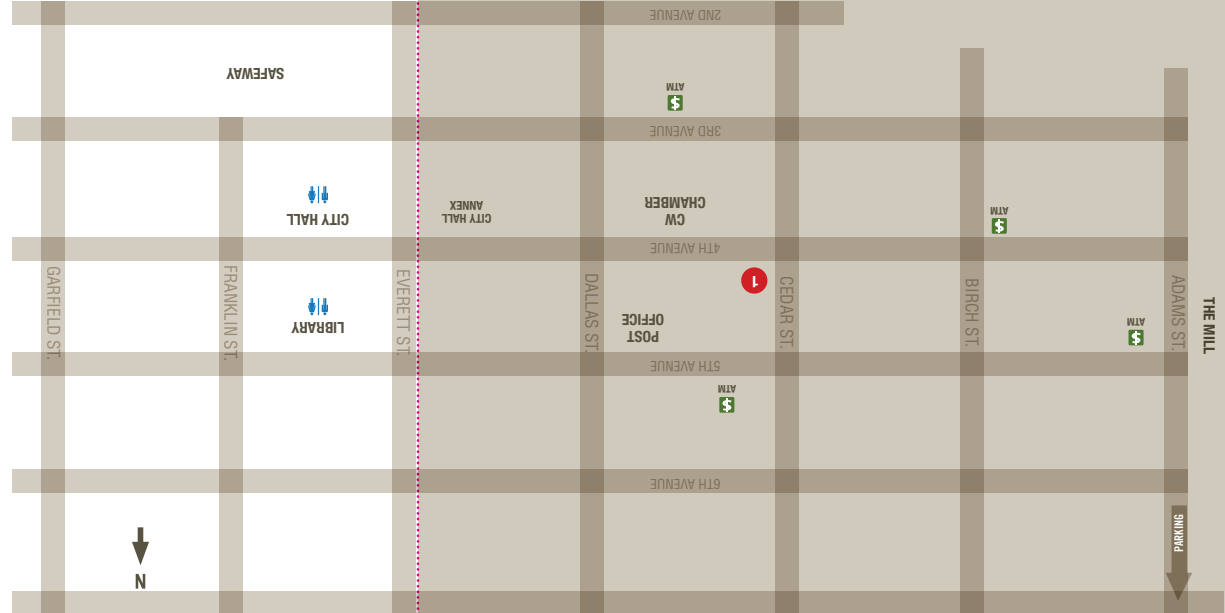
|                       |                                |  |
|-----------------------|--------------------------------|--|
| 4 ever Growing kids   | 4EverGrowingKids@gmail.com     | 4Ever Growing Kids440 NE 4th AveCamas, WA 98607(360)210-5351             |
| Allure                | bobbi@allure-boutique.com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

- 1 Retailer name here
- 2 Retailer name here
- 3 Retailer name here
- 4 Retailer name here
- 5 Retailer name here
- 6 Retailer name here
- 7 Retailer name here
- 8 Retailer name here

- 9 Retailer name here
- 10 Retailer name here
- 11 Retailer name here
- 12 Retailer name here
- 13 Retailer name here
- 14 Retailer name here
- 15 Retailer name here

- 16 Retailer name here
- 17 Retailer name here
- 18 Retailer name here
- 19 Retailer name here
- 20 Retailer name here
- 21 Retailer name here
- 22 Retailer name here
- 23 Retailer name here

- 24 Retailer name here
- 25 Retailer name here
- 26 Retailer name here
- 27 Retailer name here
- 28 Retailer name here
- 29 Retailer name here
- 30 Retailer name here





**LEGEND**

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

**PARTICIPANTS**



PARTNER LOGOS HERE

**SPONSORS**



[www.vwebsite.com](http://www.vwebsite.com)

# Camas Passport

LOGO HERE  
WITH  
SEASON BANNER

www.website.com  
#HASHTAGS



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

2 Retailer name here  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

3 Retailer name here  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

4 Retailer name here  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

5 Retailer name here  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

6 Retailer name here  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

7 Retailer name here  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

8 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

9 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

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

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

12 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

13 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

14 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

15 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

16 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

17 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

18 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

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

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

21 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

22 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

23 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

24 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

25 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

26 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

27 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

28 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

29 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

30 Retailer name her  
OFFER GOES HERE  
BOGO or %/\$ OFF  
address goes here  
fb/ig links/[www.url.com](#)

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

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

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

**total number of stamps earned**  
.....

**name** .....

**email** .....

**tel** .....

**date completed** .....

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