

CALL FOR TOURISM PROMOTION PROPOSALS
CITY OF STEVENSON
For 2026 awards

The City of Stevenson receives funds from lodging taxes imposed upon hotels and motels located within the City. The City uses these funds to contract for a narrow range of services, activities, and facilities as established by the State. Under the authority of RCW 67.28 and SMC 3.03.040, the City requests proposals to provide services or construct facilities that will attract visitors to the City. The City's program supports activities that will increase tourism (especially overnight visits) through:

1. Tourism marketing.
2. The marketing and operations of special events and festivals designed to attract tourists.
3. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a Washington municipality or a public facilities district.
4. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under sections 501(c)(3) and 501(c)(6) of the Internal Revenue Code.

RCW 67.28.1816 requires applicants for the use of lodging tax revenue to provide estimates of the number of people traveling for business or pleasure for certain categories (included on the application form), and final reports showing actual attendance by category. All recipients of these funds will be required to file evaluation forms with the City before receiving final reimbursement from the City.

Proposals must be received at City Hall, 7121 East Loop Road, PO Box 371, Stevenson, Washington, 98648, or by email to jayne@ci.stevenson.wa.us by **4:00 p.m. October 13, 2025**. Provide one original (hardcopy or PDF) application package. Additional copies are not required. A PDF version is preferred.

The City's Tourism Advisory Committee (TAC) will review all proposals and will submit their recommendations to City Council for final action. Proposals will be scored based on the following criteria:

1. For Capital Expenditures, priority will be given to proposals to construct or improve city-owned or managed tourism related facilities meeting the requirements of RCW 67.28.1816, with emphasis on improving key community assets, such as the waterfront. Priority will also be given to proposals that leverage other funds.
2. For tourism marketing, special events and festivals:
 - a. Broad tourism marketing efforts will be given priority over the promotion of events.
 - b. Multi-day events generating multiple overnight stays will be given priority over single-day.
 - c. Priority will be given to those proposals that leverage other funds.
 - d. Priority will be given to events that attract visitors during the shoulder seasons.

If you have a 2025 tourism promotion contract with the City, your 2025 evaluation form must be received by the City before payment of funds from future awards.

All recipients will be expected to acknowledge the City of Stevenson's support, and include the City of Stevenson, the Chamber of Commerce, or the Stevenson Business Association on all promotional materials. The policy regarding use of the City's signposts at the entrances of Stevenson is enclosed.

The City reserves the right to reject any or all proposals, and to accept all or any portion of any proposal. The successful proponents will need to complete a contract with the City. Payment for services will be on a reimbursement basis after services have been received.



City of Stevenson
TOURISM FUNDING APPLICATION FORM

Organization/Agency Information

Bridge of the Gods Kite & Wing Festival

#46-5476510

Organization/Agency

Federal Tax ID Number

Rachel Callahan

Contact Name

199 Palos Verdes Dr Grants Pass Oregon, 97526

Mailing Address

209-559-1952

rachelcallahanbotg@gmail.com

Phone

Email

BOTG Kite & Wing Fest/ Kiteboarding and Wing Foiling Competition/ East Point Kite Beach

Name of Proposed Event/Activity/Facility

- Tourism Promotion Activities Tourism- Yes
- Related Facility - Yes
- Events/Festivals - Yes

Amount Requested: \$3000

Supplemental Questions

You may type your answers in Word below or attach a separate sheet. If you attach a separate sheet, please answer all of the below questions and number your answers to correspond to the below question numbers.

1. Describe your Tourism-Related Activities, Event or Facility:

BOTG is a kiteboarding and Wing Foiling Event at East Point Kite Beach which involves persons of all ages competing for donated prizes and titles. Under this event we also hold the Blowout Race from Stevenson, WA to Hood River, OR. This is a 17-mile downwind kiteboarding/winging/windsurfing race that involves all persons, of multiple ages and ability, who hail from many different locations.

2. Describe your proposal to attract visitors to the City, including dates and expected costs. Please see the *Call for Tourism Promotion Proposals* for criteria and items to be prioritized by the Tourism Advisory Committee.

BOTG is a 3 day amateur kiteboarding/winging competition in its 26th year and is the longest running event in North America. Amateurs from 10 different countries and 3 different continents have competed in this event. This year we are once again focusing on the youth aspect of the event, and will also include the Blowout Race. These events bring in people from outside the US and all over the PNW.

3. Identify your top 5 sources of Revenue: This will not let me fill in without linking each line to original

<u>1. Registration Fees</u>	<u>\$10,000</u>	
Merch \$1000	<u>2. Registration Fees</u>	<u>\$10,000</u>
Donations \$4500	<u>3. Registration Fees</u>	<u>\$10,000</u>
City Funding \$3000	<u>4. Registration Fees</u>	<u>\$10,000</u>
Food Sales \$300	<u>5. Registration Fees</u>	<u>\$10,000</u>

4. Do you plan to become self-funded? If yes, please describe your plan and progress to date.

BOTG obtained tax exempt status in 2015 which allows us to approach higher up sponsors such as Subway, Subaru and Patagonia that we could not in the past. We plan to move forward and approach more companies that will aid us in becoming a self-sufficient event in the future.

5. Describe your plans for advertising and promoting your proposed activity or facility.

BOTG focuses on placing ads in kiteboarding magazines and posting ads and event information on surrounding area forums, such as NWkite. We also use social media outlets to advertise, such as Facebook and Instagram (@botgkitefestival). Updates will also be shared on those platforms. BOTG Also shares event info, dates, times and summary with the Pioneer Paper, and River Talk Weekly.

6. Explain how your activity or facility will result in increased tourism and overnight stays.

Our three-day event attracts 200-300 spectators, of which 90% are from out of town. Only about 5-10% generate overnight stays in Stevenson. Many kiters and spectators often return to enjoy Stevenson amenities and waterfront, many of which would never have known about the area. We work with many local businesses and restaurants in an effort to get more tourism.

7. *List the number of tourists expected to attend your activity or facility in each of these categories

(*required): This will not let me fill in without linking each line to original

1. 20 Staying overnight in paid accommodations. 30
2. 20 Staying overnight in unpaid accommodations (with friends or family) and traveling 50 miles or more from their place of residence or business. 10
3. 20 Staying for the day only and traveling 50 miles or more from their place of residence or business. 250
4. 20 Attend but are not included in any one of the categories above. 170
5. 20 Estimated number of participants in any of the above categories that attend from another state or country. 12

8. Explain how you will coordinate with the Skamania County Chamber of Commerce for promotion of your proposed activity or facility. Describe any other partnerships you plan to develop to help ensure the success of your project.

We have worked closely with the Chamber, Port and City in the past to list our event on their websites and social media and provide flyers and other information with them about the event. BOTG became members of the Chamber in 2024, and with this partnership we hope to promote tourism, involve the current community and potential new residents of Skamania as well as provide the opportunity to enjoy amazing conditions and beauty this county has to offer.

9. If your proposal is for construction of a tourism-related facility, explain your plans for operation and maintenance of the facility.

10. Describe how you will encourage support of Stevenson businesses, restaurants, retail and lodging? Many restaurants and businesses are sponsors and we regularly promote them during the event. BOTG Kitefest creates a direct boost in economic activity the weekend of the event and indirectly develops additional visitors and activity throughout the summer.

11. Submit an itemized revenue and expense budget. What percentage of your revenue budget does this request for funding represent? List any other expected revenue sources and amounts.

12. Sign and date your proposal.

<u><i>Rachel Callahan</i></u>	Rachel Callahan	1/5/26
Signature	Printed Name	Date

You may attach additional information to help the Tourism Advisory Committee evaluate your proposal.

If multiple activities are planned, please submit a separate application for each activity.