



# City of Stevenson

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**From: Jayne Borden, Finance Director**  
**To: Stevenson City Council**  
**RE: 2026 TAC funding request: CAT Shuttle for Dog Mountain Trailhead**  
**Date: March 19<sup>th</sup>, 2026**

Council Members,

This memo is to inform you that the Tourism Advisory Committee (TAC) has received a late application from Columbia Area Transit (CAT) for the Dog Mountain Shuttle program. Although submitted after the stated deadline, TAC has reviewed the application materials and recommends approval in the amount of \$10,000.

CAT's 2026 application requests funding to support weekend shuttle operations between the Skamania County Fairgrounds and the Dog Mountain Trailhead during the spring wildflower season. The program is intended to reduce trailhead congestion, improve safety, and encourage hikers to spend time in Stevenson before and after their visits.

The 2025 expenditure report submitted by CAT indicates the following:

- Total lodging-tax eligible expenses for the program in 2025 were reported as \$53,355.80.
- CAT received and expended \$10,000 in lodging tax funding from the City in 2025.
- Ridership data from April 27 through June 16, 2024, shows substantial use of the shuttle, with the majority of riders traveling from Oregon communities and a portion from out of state.

The 2026 application indicates that the program continues to rely on multiple partners, including Skamania County, the U.S. Forest Service, and the City of Stevenson, with total projected operating costs of approximately \$56,000 for the upcoming season

TAC has determined that the program remains aligned with Stevenson's tourism goals to support visitor-oriented transportation, reduce congestion in high-traffic recreation areas, and encourage economic activity within the city. For these reasons, TAC recommends approval of the full requested amount of \$10,000 despite the late submission.



*City of Stevenson*  
**TOURISM FUNDING APPLICATION FORM**

**Organization/Agency Information**

Hood River County Transportation District (Columbia Area Transit)      93-1112033  
Organization/Agency      Federal Tax ID Number

Amy Schlappi, Executive Director  
Contact Name

204 Wasco Loop, Hood River, OR 97031  
Mailing Address

541-386-4202      amy@catransit.org  
Phone      Email

Dog Mountain Shuttle  
Name of Proposed Event/Activity/Facility

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

Amount Requested: \$ 10,000

**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:  
Columbia Area Transit provides transportation services between Hood River, Cascade Locks and the Dog Mountain Trailhead. On average the service will operate every 30-minutes between Skamania County Fairgrounds and the Dog Mountain Trailhead between 8am and 5pm every Saturday & Sunday and Memorial Day during the peak wildflower season.

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.  
The goal is to bring visitors who would otherwise drive straight to the Dog Mountain Trailhead to the Skamania County Fairgrounds and encourage them to visit local businesses in Stevenson after they hike Dog Mountain.

\_\_\_\_\_  
\_\_\_\_\_

3. Identify your top 5 sources of Revenue:

1. Skamania County Lodging Tax	\$ 10,000
2. Stevenson Tourism Funding	\$ 10,000
3. U.S Forest Service	\$ 36,000
4.	\$ 0
5.	\$ 0

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

Columbia Area Transit has continued to work closely with the U.S. Forest Service, City of Stevenson and Skamania County to maintain this service. The projected cost for this service is \$56k.

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

Columbia Area Transit advertises on social media platforms, CAT website, printed brochures, radio, and utilizes partner platforms (ODOT, U.S. Forest Service, Travel Portland, CGTA, etc) to spread awareness of the service available.

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

Since the implementation of the Dog Mountain Trailhead permit program, many visitors have utilized the shuttle service to experience the Dog Mountain trail. Since visitors will be stopping in Stevenson to access the shuttle they are more likely to stay in Stevenson, increasing opportunity to visit local businesses potentially increasing activity to the local businesses.

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

(\*required):

1. 95 Staying overnight in paid accommodations.
2. 75 Staying overnight in unpaid accommodations (with friends or family) and traveling 50 miles or more from their place of residence or business.
3. 1900 Staying for the day only and traveling 50 miles or more from their place of residence or business.
4. 300 Attend but are not included in any one of the categories above.
5. 1000 Estimated number of participants in any of the above categories that attend from another state or country.

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.

Columbia Area Transit will continue to work with Skamania County Chamber of Commerce to ensure that they understand the shuttle service so they can assist locals and visitors with trip planning as well as make sure they have brochures to distribute. Columbia Area Transit will create social media posts that can be shared on the Chamber of Commerces platforms. Drivers will encourage visitors to stop by Chamber and local businesses.

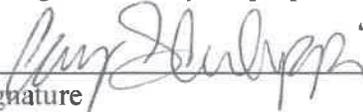
9. If your proposal is for construction of a tourism-related facility, explain your plans for operation and maintenance of the facility.

N/A

10. Describe how you will encourage support of Stevenson businesses, restaurants, retail and lodging?  
Columbia Area Transit will continue to encourage support of Stevenson businesses, restaurants, retail, and lodging through our digital platforms and drivers.

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.



Amy Schlappi, Executive Director

2/3/2026

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.*

CITY OF STEVENSON LODGING TAX EXPENDITURES REPORT 2025

CONTRACTOR		PROJECT INFORMATION	
NAME OF ORGANIZATION:	Hood River County Transportation District	ACTIVITY NAME:	Dog Mountain
CONTACT PERSON:	Tiah Mayhew	TYPE OF ACTIVITY:	Event/Festival
PHONE:	541-978-8065	START DATE:	4/26/2025
EMAIL:	<a href="mailto:accountant@catransit.org">accountant@catransit.org</a>	END DATE:	6/15/2025
L-TAX FUNDING AND EXPENSE		COST	
FUNDING REQUESTED:	\$10,000.00	ACTIVITY COST:	\$53,355.80
FUNDING AWARDED:	\$10,000.00		
TOTAL EXPENDED:	\$10,000.00		

	Projected	Actual	Methodology (Drop Down List)
<b>OVERALL ATTENDANCE:</b>	3,700	\$ 5,351.00	Direct Count
Please Explain	This is the total ridership from April 27th, 2024 through 6/16/2024.		
<b>50+ MILES TO ATTEND:</b>	1700	3014	
Please Explain	Most riders came from Portland, OR and Vancouver, WA		
<b>OUT OF STATE/COUNTRY:</b>	1550	2162	
Please Explain	The majority of our riders were from Oregon		
<b>OVERNIGHT/PAID ACCOMODATIONS:</b>	90	101	
Please Explain	Our driver had riders that came from hotels in Hood River, OR and Skamania Lodge		
<b>OVERNIGHT/UNPAID ACCOMODATIONS:</b>	70	74	
Please Explain	Our driver had a few groups that were staying with family in the area.		
<b>PAID LODGING NIGHTS</b>	0	0	
Please Explain			

**Helpful Information**

**Count Methods**

- **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)

\*Hover over the  in the top right side of the cells to see specific details about the section.