

**CALL FOR TOURISM PROMOTION PROPOSALS**  
**CITY OF STEVENSON**  
**For 2022 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 [leana@ci.stevenson.wa.us](mailto:leana@ci.stevenson.wa.us) by **4:00 p.m. October 18, 2022**. 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 2021 tourism promotion contract with the City, your 2021 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**

Stevenson Farmers' Market

27-0536918

Organization/Agency

Federal Tax ID Number

Pharaoh Skinner

Contact Name

Po Box 1222 Stevenson, Wa 98648

Mailing Address

360-762-9191

Farmers.Market.Stevenson@gmail.com

Phone

Email

Stevenson Farmers' Market Marketing & Operations

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:

The Stevenson Farmers' Market (SFM) is an association of independent local farmers and crafters operating under the 501c3 umbrella of Community Enrichment for Klickitat County (CEKC). Its mission is to enhance the quality of life in Skamania County by providing access to fresh, locally grown produce for all income levels, provide alternative marketing opportunities to local agricultural and cottage industries, foster food education, and social gathering/interaction within our community. The market's services function to attract and retain visitors, promote exploration of our city and foster a

sense of community friendliness. SFM is an ongoing activity operating from mid June through mid October each year.

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We are requesting \$5,000 for marketing and \$5,000 for increased staffing (operations) support due to skyrocketing attendance in 2021.

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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.

RiverTalk Weekly hosted the Market's full page ad for 23 weeks in 2021 totaling \$23,000 of sponsored advertising. Surveying customers at market it is clear River Talk Weekly really brings in many travelers to our city that would not have otherwise come. We are placing a  $\frac{1}{4}$  page ad in the Skamania Visitors Guide for \$600 as well as the Gorge Magazine \$200, The Lodge Magazine \$300 and Oregon Live \$600. A few Pioneer and Skamania Observer ads will be placed for \$600. We also have a facebook budget of \$100 to boost posts about upcoming market events which reach into the Portland and Vancouver area. Will also begin a campaign with Bicoastal media for \$1500. The majority of the advertising will take place during the market season Mid June - Mid October. We will have our signs up at either end of town in 2x4 size for the duration of the season. These signs encourage travelers who might otherwise pass right through Stevenson to stop and check out the waterfront. Each Saturday we place sandwich board at various intersections directing traffic towards the Waterfront as the market is running and yard signs in the courthouse lawn that state the "Waterfront Farmers' Market NOW" for passersby.. These sandwich boards will need updating \$1000 We also would like to include new signage for Carson and North Bonneville \$1000.

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2.

3. Identify your top 5 sources of Revenue:

1. Booth Fees	\$5000
2. Sponsorships	\$5000
3. TAC proposal 2021	\$3000
4. Credit Card Purchases	\$1800
5. Vendor Memberships	\$1400

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

As a Non-Profit we will always use a large portion of our time seeking funding from Sponsors, Donations and Grants like this one. We are gradually increasing vendor fees and memberships to ensure our stability, incase our sponsorships fall short in the future. We will continue to invest in promotional fundraising opportunities like offering Stevenson Farmers Market Tshirts and other merchandise.

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

Each year we are putting more value in advertising. Its effect is clear. The market's attendance has grown 116% since the move to the waterfront in 2020. This year we are going to replace banners and sandwich boards. New signage will be placed in Carson and North Bonneville communities to encourage new visitation of our neighbors. We will launch a new radio campaign with Bicoastal Media with a combination of these radio stations: 92.7fm 105.5, 93.5, 103.9, 98.3 reaching from Goldendale to Cascade Locks and Wasco Counties. We are also targeting Oregon Live this year for the Portland area.

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

As mentioned, attendance has grown 116% since moving to the waterfront. The market drives visitation to Stevenson, with over 6,000 market customers in the 2021 season alone. With an increased investment in advertising budget and operational support, we know through our data collection since 2015 that visitors will come. Attendance to the market increased 209% from 2015-2021.

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

1. 900\_\_\_ Staying overnight in paid accommodations.
2. 300\_\_\_ Staying overnight in unpaid accommodations (with friends or family) and traveling 50 miles or more from their place of residence or business.
3. 1800\_\_\_ Staying for the day only and traveling 50 miles or more from their place of residence or business.
4. 3300\_\_\_ Attend but are not included in any one of the categories above.

5. 6300\_\_\_ 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 and/or the Stevenson Business Association 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 been long proud members of the Chamber and work closely with Angie and Angel throughout our season. We will seek the chambers guidance on promotion. The Farmers market hosted the Downtown Associations booth this past year and is eager to nurture that relationship. The Port and the market have been a natural fit, they provide a welcoming setting for the market and we bring in loads of travelers to see the beautiful and fun improvements to the waterfront.

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

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10. Describe how you will encourage support of Stevenson businesses, restaurants, retail and lodging? The farmers market by design promotes local entrepreneurship of farmers and makers. In 2021, total market sales were \$56,233. Additionally, the market promotes walkability around the waterfront and downtown - and with 6,000+ attendees throughout market season, many are bound to explore additional Stevenson shops, restaurants and lodging locations. The Market fosters business growth. Cedar Creek Alpacas was once a market vendor, as well as Brigham's Fish Market. They built their businesses up and opened brick and mortar shops. The goal is to continue to foster much more of this kind of success.

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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.

The amount requested today represents 55% of our total budget. The market has an increased advertising budget and was able to hire a second part time contract employee in 2021. We are asking you to reimburse the market for \$5000 advertising and \$5000 operational costs.

The growth demonstrated on our Year by Year document shows where we are going. The Stevenson Farmers Market has truly become and event with tenure here in our community. We appreciate your consideration in aiding its growth, and support of the

past decade fostering that growth.

12. Sign and date your proposal.

*Pharaoh Skinner*

Pharaoh Skinner

10/15/21

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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.*