

AGREEMENT

This agreement made and entered into this 21st day of December, 2023 between the **CITY OF STEVENSON**, a municipal corporation of the State of Washington, hereinafter referred to as “City,” and the **COLUMBIA GORGE TOURISM ALLIANCE**, a non-profit corporation, hereinafter referred to as “CGTA.”

Recitals

1. The City of Stevenson is desirous of increased dissemination of information about the City to attract visitors to the local region and to encourage tourism expansion.
2. CGTA is a Gorge-wide network focused on helping develop the region as a world-class sustainable tourism economy.
3. The City of Stevenson does not have qualified staff to manage a such a network.
4. CGTA is uniquely qualified to manage a unique network, to meet the requirements specified herein, and to provide such services with the degree of reasonable skill and diligence normally required to manage such position.
5. It is in the City’s interest to contract with CGTA to perform certain activities relating to the management of this network that will encourage increased tourism, promote interest in the City and the local region and to act on the City’s behalf in disseminating information about the City.

NOW, therefore, and in consideration of the mutual covenants contained herein, the parties agree as follows:

1. **Performance.** CGTA will perform the work set forth on the Scope of Work attached hereto as Exhibit A which is incorporated herein by reference.
2. **Completion.** CGTA shall complete the services to be performed under this agreement on or before December 31, 2024.
3. **Term.** The term of this agreement shall begin January 1, 2024 and end upon the completion of the project, but no later than December 31, 2024.
4. **Payment**
 - a. In consideration of the work to be performed as described in Exhibit A, the City will pay CGTA the total sum of \$5,000. Payments will be made on a reimbursement basis only, following submittal of detailed invoices with back up documentation to the City.

- b. Final invoice for this agreement must be received by the City on or before January 15, 2024. **INVOICES RECEIVED AFTER THIS DATE WILL NOT BE PAID.**
 - c. All tourism funding expenditure reports required by the Washington State Legislature are to be submitted by CGTA to the City before final payment under this contract is made.
5. **Termination and Waiver.** Upon default by either party of any of the terms of this agreement, the non-defaulting party may terminate the agreement after written notice to the defaulting party. Failure by the non-defaulting party to exercise the right to terminate or take any action upon default shall not constitute a waiver of any rights of the non-defaulting party hereunder and shall not excuse any such default. However, upon default and termination, the non-defaulting party is excused from further performance hereunder.
6. **Financial Records.** CGTA shall maintain financial records of all transactions related to this agreement for six (6) years after contract completion. The financial records shall be made available at all times for auditing by any City, State of Washington or federal auditors.
7. **Status of Chamber.** It is hereby understood, agreed and declared that CGTA is an independent contractor and not the agent or employee of the City and that no liability shall attach to the City by reason of entering into this agreement, except as may be provided herein. The City acknowledges that CGTA may contract with the Stevenson Business Association to perform certain services set forth in the Scope of Work; provided, however, that if CGTA chooses to assign to the Stevenson Business Association any services, it will assign only those services listed on Exhibit B.
8. **Insurance and Liability.** CGTA shall indemnify and save harmless the City from any and all liability arising hereunder, including costs, damages, expenses and legal fees incurred by the City in connection therewith, for injury (including death) to persons or damage to or loss of property (including equipment) caused by or arising out of the work performed under this agreement. CGTA further agrees, and has specifically negotiated, to waive its immunity under the State Industrial Insurance Act (RCW Title 51) and to indemnify and hold the City harmless from any claims made against the City by CGTA's employees, agents, contractors, subcontractors or other representatives.

CGTA shall at all times maintain with insurers or underwriters approved by the City a comprehensive Liability and Property Damage Policy with limits of not less than \$500,000 per person and \$1,000,000 per occurrence as respects property damage. The City shall be named as an insured party prior to commencement of the work hereunder. CGTA shall provide the City with ten (10) days' notice in writing prior to cancellation of any such policy.

9. **Assignment.** Except as set forth in Paragraph 3 above, this agreement shall not be transferred, assigned, or sublet by either party without prior written consent of the other

party.

10. **Ownership of Work Product.** All brochures, pamphlets, maps, displays, and any other thing or idea created or produced by CGTA under the terms of this agreement shall be and remain the property of the City.
11. **Completeness of Agreement and Modification.** This document contains all of the terms and conditions of this agreement, and any alterations or variation of the terms of this agreement shall be invalid unless made in writing and signed by both of the parties hereto. There are no other understandings, representations or agreements, written or oral, not incorporated herein.
12. **Equal Opportunity and Compliance With Laws.** CGTA shall not discriminate against any employee employed under this agreement because of race, color, religion, age, sex or national origin. Further, CGTA shall comply with all local, state and federal laws and regulations in all aspects of fulfilling this agreement.
13. **Governing Law and Venue.** The laws of the State of Washington shall govern the construction of this agreement and any dispute arising hereunder. The parties agree that Skamania County shall be the venue for any litigation brought in relation to this agreement.
14. **Costs and Attorney Fees.** If either party shall be in default under this contract, the non-defaulting party shall have the right, at the defaulting party's expense, to retain an attorney to make any demand, enforce any remedy, or otherwise protect or enforce its rights under this contract. The defaulting party hereby promises to pay all costs and expenses so incurred by the non-defaulting party, including, without limitation, reasonable attorney's costs and fees and the failure of the defaulting party to promptly pay the same shall constitute a further and additional default. In the event either party hereto institutes, defends or is involved with any action to enforce the provisions of this contract, the prevailing party in such action shall be entitled to reimbursement by the losing party for its court costs and reasonable attorney costs and fees at trial and appeal.
15. **Certification of Authority.** The parties hereby certify that the persons executing this agreement on behalf of the City and CGTA have legal authority to enter into this agreement on behalf of the City and CGTA and are able to bind the City and CGTA in a valid agreement on the terms herein.

IN WITNESS WHEREOF, the parties hereto executed this agreement as of the day and the year first written above.

/ / / / / / [Signatures appear on next page] \ \ \ \ \ \

CITY OF STEVENSON

**COLUMBIA GORGE
TOURISM ALLIANCE**

By _____
Scott Anderson, Mayor

By _____
Board President

ATTEST:

Leana Kinley, City Clerk

APPROVED AS TO FORM:

Robert C. Muth, City Attorney



City of Stevenson
TOURISM FUNDING APPLICATION FORM

Organization/Agency Information

Columbia Gorge Tourism Alliance 93-1098470
Organization/Agency Federal Tax ID Number

Emily Reed
Contact Name

PO Box 449 White Salmon, WA 98672
Mailing Address

503-360-3532. emily@columbiagorgetourismalliance.org
Phone Email

Annual Tourism Projects
Name of Proposed Event/Activity/Facility

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

Amount Requested: \$5000.00

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:
Please see attached

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.
Please see attached

3. Identify your top 5 sources of Revenue:

1. Please see attached	\$
2.	\$
3.	\$
4.	\$
5.	\$

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

Please see attached

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

Please see attached

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

Please see attached

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

(*required):

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

Please see attached

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

Please see attached

10. Describe how you will encourage support of Stevenson businesses, restaurants, retail and lodging?

Please see attached

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.



Emily Reed

10/16/23

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.

2024 Tourism Funding Application for Columbia Gorge Tourism Alliance

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

Columbia Gorge Tourism Alliance (CGTA) is a Gorge-wide network focused on celebrating this world class destination and protecting it from overuse by creating projects that spread visitors to shoulder seasons and to locations & experiences that are off-the-well-worn path. Spreading out the congestion and sharing the tourism love.

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 CGTA have several projects that support this goal:

Accessible Gorge & Trail Enhancements

In 2023 we launched AccessibleGorge.com which will help attract visitors with disabilities by giving them the information they need to plan a trip to the region. People with travel-limiting disabilities spend over \$17 billion on travel turning efforts in accessible tourism into a billion-dollar industry. Their economic impact is enhanced as they are more likely than others to travel with at least one accompanying person. In partnership with the State of Washington Tourism and the Skamania County Chamber, we worked with businesses and land managers to create accurate descriptions of Gorge trailheads, wineries, museums, restaurants, and other destinations while highlighting the unique beauty of the region. We then be promoted this resource (and region) nationally.

In 2024 we will be building off of this resource to add QR codes to trailheads which offer Accessible Info, Trail Safety Messages, and Guided Audio Tours that highlight the cultural and geological aspects of the region. This project was funded by State of Washington Tourism and is in partnership with local land agencies, museums and the Skamania County Chamber.

Gorge Pass & Columbia Gorge Car Free

Each year we are able to promote Stevenson businesses and trailheads via videos, social media and ad campaigns encouraging visitors to come by transit. Our marketing strategy relies heavily on attracting visitors from the metro area by highlighting trip ideas: hikes/walks paired with restaurants and beers (or spirits or wines or ice cream) in each town. These are also supported with a monthly newsletter and presence at various events. We are supported by a grant that allows us to continue this promotion in 2024.

West Gorge Food Trail & Taste of the Gorge

We just completed our second full visitor season of the West Gorge Food Trail (www.westgorgefoodtrail.com) that highlights restaurants, breweries, distilleries, wineries, native fish and farms who use or produce local foods. This year we plan to launch a coordinated Taste of the Gorge campaign that highlights local food and brings visitors to the region in the slower fall season.

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Ready Set Gorge

Visitor-facing website (ReadySetGorge.com) to help educate visitors to region on the preparation and safety in the natural areas. The goal is to decrease the need for trail rescues. CGTA provides ongoing coordination of Gorge land managers to keep updated status of site closures and openings.

Bi State Rec Group

We also help coordinate monthly Bi State Rec gatherings which give regional updates of issues that affect all of the counties. Each year we pull together coordinated messaging so that the Gorge towns speak to visitors with one voice about safety and expected behavior (eg trash).

Gorge Museums Pass

Continued financial sponsorship and promotion of pass that allows purchasers to attend 9 different Gorge museums (including the Interpretive Center) with proceeds shared evenly among museums.

Annual Gorge Tourism Summit & Various Events

Events supporting Gorge tourism businesses and organizations with opportunities to connect, updates on regional efforts, tourism data, education on issues that affect the Gorge, and structured ways to develop projects by action area (Culture, Transportation, Outdoor Rec, Agritourism, & Welcomability).

Additional funding allows us to develop additional projects that support the promotion and protection of the region.

3. Identify your top 5 sources of Revenue:

1. Gorge Pass	\$25,000
2. Partner Dues	\$15,000
3. Travel Oregon Sponsorship	\$10,000
4. State of Washington Tourism	\$5,000
5. Forest Service	\$3000

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

Yes. We are continuing to develop a diversified approach to funding that includes a combination of partner support, grant projects and foundation support for capacity.

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

As a regional non-profit we are often able to attract coverage from local and Portland/Vancouver-based media. In addition, we have a number of websites that are designed to support each other (eg our car free site promotes our gorgeguided.com site which features readysetgorge.com, etc.). We also have 10 social media accounts that are growing in followers and cross promote each other.

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

The focus of all projects is to engage a wide range of organizations to work together to create projects that remove barriers and increase awareness and interest in places like Stevenson that are not yet top of mind.

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

1. ____500____ Staying overnight in paid accommodations.
2. ____500____ Staying overnight in unpaid accommodations (with friends or family) and traveling 50 miles or more from their place of residence or business.
3. ____5000____ Staying for the day only and traveling 50 miles or more from their place of residence or business.
4. ____1000____ Attend but are not included in any one of the categories above.
5. ____500____ Estimated number of participants in any of the above categories that attend from another state or country.

6. 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 regularly work with both the Chamber and the Business Association to develop, promote and coordinate our efforts. The Director of the Chamber is a member of the network and actively involved with the Accessible Gorge and Food Trails projects. We also meet regularly to discuss current needs. As a network, we are focused on bringing in all relevant partners including agencies, ports, government and businesses.

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

N/A

8. Describe how you will encourage support of Stevenson businesses, restaurants, retail and lodging?

The Gorge Pass, West Gorge Food Trail, and Accessible Gorge projects all promote Stevenson businesses (restaurants, breweries, wineries and lodging) to different types of visitors. The 3 additional visitor facing websites (readyssetgorge.com, columbiagorgecarfree.com, and gorgeculture.com/museumspass) are all designed to remove barriers and make it easy for visitors to navigate the Gorge.

- 9. 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.**

This funding request of \$5000 would be 10% of our budget.

Thank you for your past support and future consideration!