AGREEMENT

This agreement made and entered into this 1\textsuperscript{st} day of January, 2015 between the City of Stevenson, a municipal corporation of the State of Washington, hereinafter referred to as “City”, and Alice Meyers, dba Stevenson Farmers’ Market, hereinafter referred to as “Stevenson Farmers’ Market”.

Recitals

1. The City of Stevenson desires to increase the distribution of information about the City to attract visitors to the City and to increase tourism.

2. The City of Stevenson does not have qualified staff to manage a Farmers’ Market.

3. Stevenson Farmers’ Market is uniquely qualified to manage a Farmers’ Market, to meet the requirements specified herein, and to provide such services with the degree of reasonable skill and diligence normally required to manage such events.

4. It is in the City’s interest to contract with Stevenson Farmers’ Market to perform certain activities relating to the design and management of this event 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, in consideration of the mutual covenants contained herein, the parties agree as follows:

1. **Performance.** Stevenson Farmers’ Market will perform the work set forth below and submit requests for payment within forty-five days of each accepted task:
   
   a. Stevenson Farmers’ Market will plan and operate a Farmers’ Market as described on Exhibit A, incorporated herein by reference.
   
   b. Stevenson Farmers’ Market will complete the tourism funding expenditure report(s) required by the Washington State Legislature. All required reports are to be submitted before final payment under this contract is made.

2. **Completion.** Stevenson Farmers’ Market shall complete the work and provide the services to be performed under this agreement on or before December 31, 2015.

3. **Payment.** The City shall reimburse Stevenson Farmers’ Market up to $1,765 for services performed under this agreement. Payments shall be made on a reimbursement basis only, following submittal of detailed invoices with back up documentation to the City.

4. **Default.** 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 identifying the default. 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.

5. **Termination.** This agreement may be terminated by either party giving the other party written notice of its intent to terminate at least thirty (30) days prior to the effective date of termination. Reimbursement for work completed prior to the effective date of termination shall be made in accordance with the terms of this agreement.

6. **Financial Records.** Stevenson Farmers’ Market 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 “Stevenson Farmers’ Market”**. It is hereby understood, agreed and declared that Stevenson Farmers’ Market is an independent contractor and not the agent or employee of City and that no liability shall attach to City by reason of entering into this agreement, except as may be provided herein.

8. **Insurance and Liability.** Stevenson Farmers’ Market shall indemnify and save harmless City from any and all liability arising hereunder, including costs, damages, expenses and legal fees incurred by 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.

Stevenson Farmers’ Market 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 Stevenson Farmers’ Market employees, agents, contractors, subcontractors or other representatives.

9. **Assignment.** This agreement shall not be transferred, assigned, or sublet by either party without prior written consent of the other party.

10. **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.

11. **Equal Opportunity and Compliance With Laws.** Stevenson Farmers’ Market shall not discriminate against any employee employed under this agreement because of race, color, religion, age, sex or national origin. Further, Stevenson Farmers’ Market shall comply with all local, state and federal laws and regulations in all aspects of fulfilling this agreement.

12. **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
the Superior Court of Skamania County shall be the venue for any litigation brought in relation to this agreement.

13. 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 attorneys’ costs and fees. 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 on appeal.

14. Certification of Authority. The undersigned certify that the persons executing this agreement on behalf of City and Stevenson Farmers’ Market have legal authority to enter into this agreement on behalf of City and Stevenson Farmers’ Market respectively and have full authority to bind City and Stevenson Farmers’ Market in a valid Agreement on the terms herein.

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

CITY OF STEVENSON

____________________
Frank Cox, Mayor

STEVENSON FARMERS’ MARKET

_______________________________
Alice Meyers, Organizer

ATTEST

_______________________
Nick Hogan, City Clerk

APPROVED AS TO FORM:

_______________________
Kenneth B Woodrich, PC
City Attorney
2015 TOURISM FUNDING APPLICATION

Submitted by: Stevenson Farmers' Market
Contact person: Rachel Bryan or Alice Meyers

Mailing Address: P.O. Box 255, Carson, WA 98610
Phone: 509-637-4386 (Rachel) 509-427-5280 (Alice)
Email: RlynnBryan@gmail.com alicemey@centurylink.net

Name of proposed event: Stevenson Farmers' Market Promotion Project: Vendor Recruitment/Manager Training

Describe your organization. Include your TIN/EIN if applicable. EIN number is 20536918. The Stevenson Farmers' Market (SFM) is an association of independent local farmers and crafters operating under the 501c3 umbrella 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-April through mid-October each year.

2. Describe your proposal to attract visitors to the City, including dates and expected results. Please see the Call for Proposals for criteria and items to be prioritized by the Tourism Advisory Committee. The proposal is market promotion through 1) personal outreach to potential vendors that can add diversity of product to the market. This entails market manager visitation with farmers, value added product vendors, and crafters within the gorge between Jan - April, 2015 and an afternoon info/recruitment session to be held in Stevenson on March 7, 2015 along with associated advertising for these two activities; 2) Training for staff with emphasis on promotional strategies that will increase market visitation and duration of stay within the community. This involves attendance of market managers at the WA State Farmers' Market Association Conference in Olympia in February, 2015. Total cost for entire project, (1 & 2 above) $2430.00.

3. How much are you requesting from City of Stevenson Lodging taxes? $1765.00
4. Submit a brief revenue and expense budget. What percentage of your budget does this request for funding represent? List any other expected revenue sources and amounts. This request for Lodging Tax funding represents 73% of the total project budget (see below).

<table>
<thead>
<tr>
<th>Activity</th>
<th>City Lodging Tax</th>
<th>Market Funds</th>
<th>In Kind Donation</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td>$500.00</td>
<td></td>
<td>$120.00</td>
<td>$120.00</td>
</tr>
<tr>
<td>Advertising</td>
<td>$230.00</td>
<td></td>
<td></td>
<td>$230.00</td>
</tr>
<tr>
<td>Personnel</td>
<td>$60.00</td>
<td></td>
<td>$440.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>Facility Rental</td>
<td></td>
<td>$30.00</td>
<td></td>
<td>$30.00</td>
</tr>
<tr>
<td>Mkt Mgr Training</td>
<td>$975.00</td>
<td>$75.00</td>
<td></td>
<td>$1050.00</td>
</tr>
<tr>
<td>Total</td>
<td>$1765.00</td>
<td>$105.00</td>
<td>$560.00</td>
<td>$2430.00</td>
</tr>
</tbody>
</table>

5. Please describe your current fund raising efforts for this project. Fundraising for this project is through in kind donations, market funds, and through this grant. Market staff is in an ongoing effort to improve/promote the market. We met with national farmers' market consultant, Vance Coram and Todd Dierker (Gorge Grown) in 2013 to look at vendor recruitment, market layout, visibility, and educational activities, that would help promote the market and improve visitation.

6. If your project is an on-going project (multi-year), explain how you might generate revenues in the future to make the project self supporting. The project is for a single year, 2015. The project will refine our current promotional activities to make them more effective and better targeted. General on-going promotional efforts will be funded through increased market memberships, vendor space fees and market fundraising efforts.

7. Describe your plans for advertising and promoting your proposed activity or facility. The project's goal is to refine our promotional activities. It will include general advertising for vendor recruitment via web pages, Facebook & electronic newsletters of various organizations (Gorge Grown, SFM, Garden Club list serve, Chamber Newsletter, etc). A market volunteer (A. Meyers) will target and visit specific farmers/orchardists, value-added food producers, and crafters to promote and recruit for SFM. Ads for the vendor recruitment/info session will be via the above venues plus radio, posters, & newspapers throughout the gorge.
8. Explain how your activity or facility will result in increased tourism and overnight stays. The Stevenson Farmers' Market provides a regular, ongoing event to draw area visitors into the city of Stevenson that will enhance and expand their stay. It encourages tourists to explore the surrounding stores and restaurants. The presence of an open, friendly market with unique and diverse products can influence visitors to lodge in Stevenson as opposed to other Gorge communities. A growing number of visitors are selecting their destinations based on the ability to provide foods meeting their dietary requirements.
New vendors bringing increased diversity of products equates to increased visitation and duration of stay by visitors to our market and community. These influences can easily be tracked using current survey methods. Previous survey info has already shown that there is positive association between visitation and diversity of product (see Exhibit A).

Training of market managers provides management staff access to the resources and tools needed to focus on attracting more visitors and providing the products that meet their interests and needs. Booth presentation, market layout, surveys, etc. can all help to attract more visitors & encourage "word of mouth" market promotion resulting from the quality, variety, and uniqueness of a market. Managers need to network with other market managers and exposure to new ideas that promote attraction and retention of market visitors. Attendance at the 2014 conference resulted in various vendors improving their booth presentation, the market initiating a push-pin (dot) survey to gather pertinent market & lodging information on visitor attendance. (See Exhibit B.)

9. List the number of tourists expected to attend your activity or facility:
   a. Staying overnight in paid accommodations. 100
   b. Traveling 50 miles or more miles from their place of residence or business. 125
   c. Traveling from another state or country. 100
Visitors staying overnight are not a product of the market as an attraction itself but the market draws and retains visitors to the city of Stevenson. These numbers are a projected guess based on the 2014 market push pin (dot) survey numbers. (Exhibit B). The market will adjust its survey method/questions to meet the new standards defining visitor categories.
10. 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. The market will coordinate with the Chamber, WSU Extension, Gorge Grown, Master Gardener Organizations and Gardening clubs/groups to promote vendor recruitment. The market will likewise work with the Chamber & Gorge Grown to design our survey(s) so as to accurately evaluate the results of our efforts to increase visitor attendance and duration at market and provide information pertinent to lodging.

11. If your proposal is for construction of a tourism-related facility, explain your plans for operation and maintenance of the facility. Does not apply.

12. How will the Stevenson community benefit from your project? The community of Stevenson will benefit economically by the 1) increased attraction and duration of stay from visitors coming into town for other events; 2) market products & activity may well influence visitors to lodge in Stevenson as opposed to other Gorge communities; 3) the continued presence and improvement of the market will assure an ongoing, regular event in Stevenson that will draw visitors on those weekends when special events are not operating.

13. [Signature] 11-17-2014

Please attach any additional information that will help the Tourism Advisory Committee evaluate your proposal. If multiple activities are planned, submit separate applications for each activity.

See attached Exhibits A and B.
2015 TOURISM FUNDING APPLICATION
Stevenson Farmers' Market Promotion Project

Exhibit A
Growth in Vendors, Product Diversity, and Visitation
at the Stevenson Farmers' Market
2012-2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Maximum No of Vendors</th>
<th>Minimum No of Vendors</th>
<th>Weekly Average Vendors</th>
<th>Product diversity</th>
<th>Weekly Average Visitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>18</td>
<td>10</td>
<td>13</td>
<td>13</td>
<td>340</td>
</tr>
<tr>
<td>2013</td>
<td>20</td>
<td>3</td>
<td>14</td>
<td>15</td>
<td>384</td>
</tr>
<tr>
<td>2014</td>
<td>22</td>
<td>8</td>
<td>14</td>
<td>15</td>
<td>436</td>
</tr>
</tbody>
</table>
## 2015 TOURISM FUNDING APPLICATION
### Stevenson Farmers’ Market Promotion Project

**Exhibit B**

**2014**

Total Responses
Market Push Pin Survey

### Total Visitor/Participants Taking Survey 216

1. **Where are you from?**
   - Responses
   - Percentage
   - Stevenson 58 27
   - Carson/Stabler 40 19.5
   - N.B/Skamania 14 6.5
   - H.R/Wh Salmon 2 0.9
   - Canvas/Washougal 14 6.5
   - Portland/Vane 19 8.7
   - Other (write in) 62 31.9
   - Total 216

2. **How do you know about us?**
   - Responses
   - Percentage
   - a) shop regularly at This market 71 32
   - b) I saw signs 18 8.2
   - c) I saw the market 80 36.5
   - d) I saw the poster 2 1
   - e) I saw an ad 3 1.4
   - f) I heard about it from someone else 37 16.9
   - g) Other 8 4
   - Total 219

3. **How many $ did you, or do you plan, to spend at market?**
   - Responses
   - Percentage
   - a) $0-$5. 48 23
   - b) $5. - $15. 83 40
   - c) $15 - $25. 49 24
   - d) $25. - $50. 23 11
   - e) more than $50. 4 2
   - Total 207

4. **What other activities did you participate in while in Stevenson today?**
   - Responses
   - Percentage
   - a) just market 47 20
   - b) visited stores 73 32
   - c) ate at restaurants 44 19
   - d) attended a special event 52 23
   - e) other (write in) 15 6
   - Total 231

5. **If visiting, did you stay overnight in lodging/camping in Skamania Co?**
   - Responses
   - Percentage
   - a) 0 nights 54 48
   - b) 1 night 9 8
   - c) 2 nights 33 29
   - d) more than 2 nights 17 15
   - Total (over)
52% of visitors stayed overnight 1 or more nights, 48% were either day visitors, stayed overnight in other than in lodging or camping facilities in Skamania Co, (question 5) & 41% traveled more than 50 miles (question 1, with anyone from Portland/Vancouver or out state/country constituting traveling over 50 miles.)