

**CALL FOR TOURISM PROMOTION PROPOSALS**  
**CITY OF STEVENSON**  
**For 2021 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 19, 2020**. 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 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 2020 tourism promotion contract with the City, your 2020 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 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**

Organization/Agency

Federal Tax ID Number

Contact Name

Mailing Address

Phone

Email

Name of Proposed Event/Activity/Facility

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

Amount Requested: \$ \_\_\_\_\_

**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:

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

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.

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3. Identify your top 5 sources of Revenue:

1.	\$
2.	\$
3.	\$
4.	\$
5.	\$

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

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

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

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

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 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.

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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?

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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.

12. Sign and date your proposal.

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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.*