



**LODGING TAX ADVISORY COMMITTEE
SPECIAL MEETING AGENDA**
December 21, 2016, at 3:00 p.m.
Camas City Hall, 616 NE 4th Avenue

SPECIAL MEETING

I. CALL TO ORDER

II. ROLL CALL

III. MEETING AGENDA

- A. Approve the minutes of the May 2, 2016 Lodging Tax Advisory Committee Special Meeting.
- B. Review and Consider Approving Lodging Tax Application

IV. ADJOURNMENT

NOTE: The City of Camas welcomes and encourages the participation of all of its citizens in the public meeting process. A special effort will be made to ensure that a person with special needs has the opportunity to participate. For more information, please call 360.834.6864.



LODGING TAX ADVISORY COMMITTEE MEETING MINUTES - DRAFT
Monday, May 2, 2016, 2:00 PM
City Municipal Center, 616 NE 4th Avenue

SPECIAL MEETING

I. Call to Order

Chair Turk called the meeting to order at 2:00 p.m.

II. Roll Call

Present: Chair Shannon Turk, Brent Erickson and Karen Hall

Staff: Bernie Bacon and Pete Capell

Guest: Carrie Schulstad, Downtown Camas Association

III. Approval of the Minutes

- A. Approved the minutes of the April 25, 2016 Lodging Tax Advisory Committee Special Meeting.

 [April 25, 2016 Lodging Tax Advisory Committee Meeting Minutes](#)

It was moved by Hall, seconded by Erickson, to approve the May 2, 2016 Lodging Tax Advisory Committee Meeting Minutes. The motion carried unanimously.

IV. Meeting Agenda

- A. Reviewed the Lodging Tax Application that had been submitted.

It was moved by Hall, seconded by Chair Turk, to approve the Lodging Tax Application for \$3,000. The motion carried unanimously.

V. Adjournment

The meeting adjourned at 2:18 p.m.

NOTE: The City of Camas welcomes participation of its citizens in the public meeting process. Effort will be made to ensure that anyone with special needs have opportunities to participate. For more information, call (360) 817-1591.



Lodging Tax Application

Event: _____
Estimated number of tourists traveling over fifty miles to the event: _____
Name of Organization: Camas Wash area CMC + Downtown Camas Assoc.
Mailing Address: P.O. Box 919 Camas, WA 98607
Contact Person: Brent Phone: (360) 834-2472 E-Mail: brent@cwcamas.com
Amount Requested: \$ 2,392.00 Total Event Cost \$ _____

Co ad in a business magazine - 10/2015, phone + web site, 10)
The article in magazine is on Camas for business purpose (see attached)
Lodging tax funds provided to community organizations are for advertising and/or promotional expenses designed to attract tourists. Marketing can include radio, TV and print advertising. All marketing efforts supported by lodging tax funds should include a statement acknowledging the City of Camas's financial support.

IN ADDITION TO THIS FORM, APPLICANTS MUST SUBMIT THE FOLLOWING:

- A brief budget including all income and expenses for the event (including matching funds and in-kind contributions) and clearly showing which expenses lodging tax dollars will be used for.
- A detailed advertising budget including types of media, dollar amount anticipate to be spent on each type of advertising and specifics on which media outlets will be used (Columbian, Oregonian, etc). Priority is given to events whose marketing plan reflects the goal of attracting tourists from outside the Portland/Camas metro area.
- Describe the proposed event and explain how it will assist in building tourism and/or promoting events that will bring visitors to the City of Camas. In addition a limited amount of promotional brochures, flyers, etc may be included.

TAX ADVISORY COMMITTEE CRITERIA FOR SELECTION OF LODGING TAX FUND RECIPIENTS:

- Event can demonstrate, through surveys, event registration information, hotel registration information or other method, that it brings overnight visitors who stay in Camas lodging establishments.
- Event leverages funds from other sources, both cash and in-kind. Priority will be given to projects where lodging tax funds are not the sole source of revenue.
- Event has growth potential and organizer has a plan for increasing attendance.
- Organization or event promoter has a successful track record of organizing community events. This is especially important for proposed new events.

STATE REQUIREMENTS:

Local jurisdictions are required to provide annual reports on the expenditure of lodging tax funds. The report must include:

- The list of events or non-profit organizations that receive lodging tax funds
- The amount of lodging tax funding expended on each festival or special event sponsored by a non-profit

Information for these requirements should be provided as part of this application process. The City requests that all events or activities receiving lodging tax funds provide, to the best of their ability, the estimated total number of attendees, the estimated attendees who are tourists and any information regarding overnight stays that is available.

Signature of Authorized Applicant: _____

Date: 12-19-16

Re: City of Camas, Washington Feature

Mon 12/19/2016 5:44 AM

From: Luke Simms

To: "brent@cwchamber.com"



Hi Brent,

I do have some co-marketing dollars available that would allow me to discount the rate for a quarter page or half page if that would help.

After speaking with my director, as a one time offer, we're willing to offer you a **half page advertisement 40% off the original price of \$4,990 down to \$2,994** or a **quarter page advertisement at 20% off the original price of \$2,990 down to \$2,392.**

Your marketing package includes:

*Our print and digital magazine going out to over 360,000 subscribers.

*Your ad online for a 2 year period. (We receive an average of 300,000 unique visitors each month)

*Article indexed on google and yahoo with your ad attached.

*Inclusion in the brochure published for the City of Camas.

*Free design services.

Please let me know if this is of interest to you.

Regards,

Luke Simms

MARKETING MANAGER

647-479-9716

FMG Publishing Inc.



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From: Luke Simms
Sent: December 6, 2016 5:58 PM
To: director@downtowncamas.com
Subject: City of Camas, Washington Feature

Hi Carrie,

It was a pleasure speaking with you. Below is the information in regards to the project and how you can participate. I have also attached a copy of the invitation letter for your review.

Mayor Scott Higgins, and Paul Dennis will be interviewed for an extensive article in the February issue of **Business In Focus** magazine.

The article will be 6-8 pages in length and focus on targeting areas for business attraction, through commercial, industrial, and residential development areas throughout the city. We will also highlight recruitment, and retention of local business, as well as showcase the businesses in the area, the wonderful educational institutions, and the high quality of life of the residents.

Here is a link to a previous article we published for Greater Grays Harbor.

http://www.businessinfocusmagazine.com/brochures/BIFNAOct2015/BIFNA_Oct15_Brochure_GreaterGraysHarbor/

Once published, the article will be reproduced, with its own front and back covers into a new brochure for the City of Camas' marketing purposes. You will also retain reproduction rights to the brochure.

BUSINESS IN FOCUS is a North American publication, distributed directly to over 363,100 senior industry executives.