

CITY COUNCIL WORK SESSION

April 30, 2014

5:30 p.m.

City Council Chamber  
313 Court Street, The Dalles, Oregon

**AGENDA**

1. CALL TO ORDER
2. DISCUSSION REGARDING CHAMBER OF COMMERCE COMMUNITY  
MARKETING AGREEMENT
3. ADJOURNMENT

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Prepared by/  
Julie Krueger, MMC  
City Clerk

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**CITY of THE DALLES**

313 COURT STREET  
THE DALLES, OREGON 97058

(541) 296-5481  
FAX (541) 296-6906

**AGENDA STAFF REPORT**  
**CITY OF THE DALLES**

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 30, 2014	Discussion Item	

**TO:** Mayor and City Council

**FROM:** Nolan K. Young, City Manager *nyj*

**DATE:** April 22, 2014

**ISSUE:** Work Session regarding Chamber of Commerce Marketing Services Contract

**PREVIOUS AGENDA STAFF REPORT:** 14-021 (Attached)

**BACKGROUND:** The City Council at its May 12 meeting will be considering a new five year agreement for personal services with The Dalles Area Chamber of Commerce to provide community marketing services and scope of work budget for those services for fiscal year 2014-15. Mayor Stephen Lawrence has requested that we hold this work session to have a dialogue with the Chamber of Commerce about community marketing services. This will provide the Council an opportunity to inquire further about the scope of work and budget proposed by the Chamber to provide these critical services to the community.

The community seems to be at a critical threshold of taking full economic advantage of its tourism potential created by the construction of the Columbia River Marine Dock and its associated cruise ships, state and local actions regarding biking and other efforts to grow sports as a business in the community. We want to make sure we are positioned to take advantage of these opportunities and others, such as Cycle Oregon using The Dalles as the starting and ending point of the race this year.

**DISCUSSION OF COORDINATION OF CRUISE SHIPS:** On April 18 a group of interested partners meet at the Discovery Center to discuss how the community responds to cruise ship visits. We currently have five ships from four cruise lines docking close to

ninety times this season. Attached is The Dalles Cruise Ship marketing document produced by Donna Lawrence after the time she spent on the maiden voyage of the American Empress. The addition of the American Empress and it's over 200 passengers has created additional excitement and opportunity.

After the discussion of various issues this group felt that for the community to successfully implement a strong response to the cruise ship opportunity that we needed one contact point. It was agreed that the City should remain in the position of booking and maintaining the dock facility, and also, an additional part time coordinator should be brought on to work with the individual ships and the community to be ready for when each ship arrives. Four alternatives were identified by this group:

1. Hire a cruise ship coordinator who works under the direction of the City
2. Hire a contractor who works with the City and Chamber coordinating cruise ship activity
3. Leave coordination of cruise ship activity with the Chamber under its marketing agreement with no additional resources
4. The Chamber would be given resources to hire a part time coordinator

**RECOMMENDATION:** Our recommendation is that we provide the Chamber with additional resources and direct them to hire, with our involvement, a part time coordinator. To accomplish this we propose that the \$20,000 special projects listed in the Chamber budget be designated in fiscal year 2014-15 for cruise ship coordination. In addition, we should identify additional resources for the remaining months of fiscal year 2013-14 to bring a coordinator on as quickly as possible. Once we have gotten through the remainder of this season, and prepare for next season we can consider next spring how to include funding beginning in fiscal year 2015-16.

The reason we make this recommendation is that the Chamber is currently the hub for all tourism activities; by keeping it there we feel we have a better chance of having a comprehensive approach as we respond to continued tourism opportunities in the community.



## AGENDA STAFF REPORT CITY OF THE DALLES

MEETING DATE	AGENDA LOCATION	AGENDA REPORT #
April 14, 2014	Action Items 13, A	14-021.

**TO:** Honorable Mayor and City Council

**FROM:** Nolan K. Young, City Manager *NKY*

**DATE:** March 25, 2014

**ISSUE:** Agreement for Personnel Service with The Dalles Area Chamber of Commerce to provide Community Marketing Services and Scope of Work and Budget for those Services for Fiscal Year 2014-15

**BACKGROUND:** In December 2008, the City of The Dalles and The Dalles Area Chamber of Commerce signed a five year agreement for personal services for the Chamber to provide tourism promotion and Community Marketing for the City for a five year period. To continue this partnership, the City will need to sign a new agreement with the Chamber. Attached is a proposed new five year agreement similar to the current agreement.

In general, the agreement calls for the Chamber to maintain affiliations, conduct promotions, incur advertising and printing expenses, and create and operate a marketing program designed to achieve the goals and objectives set forth in the Scope of Work, and to maintain a full-service visitor center.

Section 3Bi of the agreement calls for the Chamber to submit a Budget Request and corresponding scope of work for each year. The City Council will then consider their request and respond. The Chamber submitted a work scope for FY 2014-15 at the March 24 City Council meeting. Attached is the proposed annual budget for the Community Marketing Program and 2014-15 Work Scope proposed by the Chamber of Commerce.

This year we are proposing an increase in the budget from \$230,030 to \$241,530. Funds

for our Community Marketing Program come from the City's 6% Transient Room Tax. The Chamber contract is 43.4% of our anticipated revenue. Each year the budget includes a special project. This year the special includes 1) Update of electronic kiosks and Lewis and Clark Festival Park; 2) Fencing for yard area at the Chamber for safety and benches for tourists and picnic area; and 3) tables for picnic area (\$20,000). Last year the annual special project was the renovation of the visitor center space at the chamber office.

Staff has reviewed this proposed marketing plan and budget and is recommending the City Council approve it as submitted. This year's work plan is similar to last year's program. At the Council meeting the Chamber will make a presentation on their proposal.

**BUDGET IMPLICATION:** Attached is the Budget Information Paper for FY 2014-15 showing the use of Transient Room Tax funds.

**COUNCIL ALTERNATIVES:**

1. **Staff Recommendation:** *Move to approve a new 5-year Services Agreement with The Dalles Area Chamber of Commerce for Community Marketing Services and approve the proposed FY 2014-15 Work Scope and Budget for the Community Marketing Program as presented by the Chamber of Commerce.*
2. Postpone acceptance of the proposed FY 2014-15 Community Marketing Work Scope and Budget to allow for further research.
3. Amend the proposed FY 2014-15 Community Marketing Budget and Work Scope and refer it to the Chamber of Commerce for consideration.

## AGREEMENT FOR PERSONAL SERVICES

THIS AGREEMENT is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2014, by and between the CITY OF THE DALLES, an Oregon municipal corporation, hereinafter called "CITY", and THE DALLES AREA CHAMBER OF COMMERCE, an Oregon non-profit corporation and independent contractor, hereinafter called "CHAMBER".

In consideration of the mutual covenants and promises set forth herein, CITY and CHAMBER mutually agree as follows:

Section 1. Term; Renewal Provisions. The term of this agreement shall commence on July 1, 2014, and terminate on June 30, 2019. The sum to be paid to CHAMBER for services rendered under this contract shall be the amount determined by the process described in Section 3(B).

Section 2. CHAMBER'S Duties. CHAMBER agrees to provide services to CITY in accordance with the "Community Marketing Scope of Work", which shall be developed and shall be updated and mutually agreed to annually, as spelled out in Section 3(B); and a copy of which Scope of Work is marked Exhibit "A" and by this reference incorporated herein. In general, CHAMBER will maintain affiliations, conduct promotions, incur advertising and printing expenses, and create and operate a marketing program designed to achieve the goals and objectives set forth in the "Scope of Work" and maintain a full-service visitor center, with staffing levels also set forth in the "Scope of Work". CHAMBER shall be responsible for maintenance and stocking of the restrooms at the visitor center facility.

Section 3. Compensation.

A. During the term of this agreement, CITY agrees to pay CHAMBER a sum mutually agreed to as described in Section 3(B). CITY shall make this sum available to the CHAMBER through two methods: (1) Equal monthly payments by the first day of each month, for agreed to administrative services and personnel costs; and (2) the remaining amount as reimbursement of invoices related to the "Scope of Work", as described in Section 3(B).

B. Annually the CITY and CHAMBER shall mutually agree to a contract amount and "Scope of Work". The contract amount shall be supported by a detailed budget that shall, at a minimum, identify personnel costs, administrative service fees and expenditures, and a marketing budget. All expenses should be tied to the annual "Scope of Work".

i. For each annual period from July 1<sup>st</sup> to June 30<sup>th</sup> during which this Agreement is in effect, the CHAMBER will submit a budget request with corresponding "Scope of Work" by March 1 of each year. The CHAMBER will also provide a report on results to date of the current work scope to the City Council in March of each year covered by this agreement.

ii. The CITY will consider the request and respond with an approved amount and "Scope of Work" by May 15. The CHAMBER shall have two calendar weeks to reject or accept the CITY'S response.

iii. If the CITY and CHAMBER cannot mutually agree to a payment amount and "Scope of Work" by June 14 of any particular year, the contract will be deemed to terminate on June 30 of that year.

Section 4. Processing Accounts Payables; Financial Audit of Transient Room Tax Collectors. CITY and CHAMBER have agreed CITY shall retain possession of the funds collected from the transient room tax, which will be used to compensate CHAMBER for services provided by CHAMBER to the CITY. CHAMBER shall submit necessary original invoices and vouchers, with appropriate CHAMBER approval and documentation, (e.g. receipt for goods, packing slips, copies of CHAMBER issued purchase orders) to CITY for review and payment. CITY shall disburse payment for approved expenses in the ordinary course of processing its accounts payable. CITY shall continue to conduct the audits of businesses which collect the transient room tax, as required by CITY ordinance.

Section 5. Insurance. Prior to provision of services under this contract, CHAMBER shall provide original certificates of insurance to the City Attorney, evidencing proof that CHAMBER has insurance policies in effect for the type of coverage set forth below, and within the stated limits, with insurance carriers that are satisfactory to the CITY;

<u>Type of Insurance</u>	<u>Limits of Liability</u>
Worker's Compensation	Statutory Worker's Compensation
Comprehensive General Liability - Combined Single Limits	\$ 500,000 (each occurrence) \$1,000,000 (aggregate)
Automobile Liability - Combined Single Limits	\$ 500,000 All vehicles covered Hired and non-owned auto liability

At all times during the term of this agreement, and during the term of any renewal agreement, CHAMBER shall keep such insurance policies in full force and effect, and shall

provide the City Attorney with original certificates of insurance. The certificates shall provide that CITY is named as an additional insured, and shall also provide that the policies shall not be canceled without 30 days notice to the CITY.

Section 6. Books and Records. Upon formal approval of CHAMBER'S Board of Directors or its authorized designee, CHAMBER shall forward all invoices, vouchers, and other documentation to CITY'S Finance Department. CITY shall keep complete and proper books, records, invoices, vouchers, and accounts of all transactions performed as part of this agreement.

Section 7. Assignment. The responsibility for performing CHAMBER'S services under the terms of this agreement shall not be assigned, transferred, delegated or otherwise referred by CHAMBER to a third person without the prior written consent of CITY.

Section 8. Status as an Independent Contractor. In the performance of the work, duties, and obligations required of CHAMBER under this agreement, it is mutually understood and agreed that CHAMBER is at all times acting and performing as an independent contractor. No relationship of employer/employee is created by this agreement. CITY shall neither have nor exercise any control over the methods by which the CHAMBER shall perform its work and functions. The sole interest and responsibility of CITY is to assure the services covered by this agreement shall be performed and rendered in a competent, efficient and satisfactory manner. CHAMBER shall not have claims under this agreement or otherwise against CITY for vacation pay, sick leave, retirement benefits, Social Security benefits, Workmen's Compensation benefits, unemployment or other employee benefits of any kind.

Section 9. Indemnification. Each party shall indemnify, hold harmless, and defend the other, its officials, agents and employees, from and against any and all claims, damages, losses and

expenses, arising in or from its performance of, or failure to perform, this agreement. The extent of the CITY'S obligation under this subsection is limited to the CITY'S obligation under the Oregon Constitution and the provisions of ORS 30.260 through 30.300.

Section 10. Attorney Fees. If any proceeding, action, or appeal thereon is instituted in connection with any controversy arising out of this agreement, performance of this agreement or failure to perform this agreement, the prevailing party shall be entitled to recover, in addition to costs and disbursements, the sum as the adjudicator may adjudge reasonable as attorney fees.

Section 11. Ownership and Use of Documents or Equipment Purchased. In whatever form it may be produced or stored, any documents or publications prepared or equipment and software purchased in performance of this agreement and charged to the Tourist Promotion Fund, and any supporting and investigative information that is gathered in the performance of this agreement, upon completion of the work or upon termination of this agreement, shall be and remain the property of CITY.

Section 12. Notices. Any notice required to be given under this agreement or required by law shall be in writing and delivered to the parties at the following addresses or to any other address provided by the parties:

CITY OF THE DALLES  
City Manager  
313 Court Street  
The Dalles, OR 97058

THE DALLES AREA CHAMBER OF COMMERCE  
President/CEO  
404 West Second Street  
The Dalles, OR 97058

Section 13. Applicable Laws. The law of the State of Oregon shall be used in construing this agreement and enforcing the rights and remedies of the parties.

Section 14. Termination Clause. Except where this agreement expressly allows for an early termination in the event the parties cannot agree upon a payment amount or scope of work for any particular year of this agreement, the CITY may terminate this agreement only for failure of performance on the part of the CHAMBER upon sixty (60) days prior written notice to the CHAMBER. The CHAMBER may terminate within sixty (60) days of prior written notification to the CITY.

Section 15. Termination for Lack of Appropriations. The City's obligation to pay any amounts due for those fiscal years covered by this agreement is contingent upon appropriations and approval of funds for that purpose. This contract shall expire at the end of any applicable fiscal year during the five year period of this Agreement unless the CITY has allocated funds for the following fiscal year and has provided prior written notification to the CHAMBER.

Section 16. Merger. There are no other undertakings, promises or agreements, either oral or in writing, other than that which is contained in this agreement. Any amendments to this agreement shall be in writing and executed by both parties.

CITY OF THE DALLES

THE DALLES AREA  
CHAMBER OF COMMERCE

\_\_\_\_\_  
Nolan K. Young, City Manager

\_\_\_\_\_  
Dana Schmidling, Executive Director

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## Proposed Community Marketing 2014/2015 Work Plan

### Visitor Services

1. Fully staff and maintain the official City of The Dalles Visitor Center at the Chamber of Commerce office. Monday thru Friday, October – May; 7 days a week Memorial Day thru Labor Day.
2. Maintain 24-hour visitor information access -- one at Chamber office and kiosks at the Lewis & Clark Festival Park (special project will be to update kiosks at the Festival Park).
3. Provide brochures and other visitor information to the Veteran's Affairs offices located in the transportation center and the visitor center at Seuffert Park.
4. Distribute *The Sun*, *The Gorge*, *The Dalles* brochures to Convention & Visitor Bureaus, state travel information centers, Chambers and other tourism information outlets across the state.
5. Maintain electronic version of brochure on Travel Oregon website.
6. Continually update and distribute visitor information to hotels, restaurants and other businesses. Maintain visitor information binders provided to front desk staff at all hotels.
7. Create and provide a customer/hospitality service training for businesses in The Dalles to ensure a quality customer experience for visitors.
8. Provide map and materials for self-guided historic walking tours and guide to talking murals.
9. Provide step-on guide services for tour groups upon request.
10. Train staff and volunteers to be Ambassadors for The Dalles and meet visitor groups at community gateways including the Marine Terminal at Union Street.
11. Respond to visitor information requests received via phone, email, social media and website.

## Community Marketing

1. Continue work with Weinstein PR on strong public relations campaign that includes quarterly tip sheets, story development, and frequent communication with national and regional publication.
2. Maintain contact with travel writers who attended the May 2014 familiarization (Fam) trip along with other mini Fam tours that took place in 2014/2015.
3. Participate as an exhibitor in the Pacific Northwest Travel Writers Tradeshow.
4. Continually work with local photographer to develop a library of images that can be used in all marketing materials.
5. Continue *The Sun. The Gorge. The Dalles.* marketing campaign initiating Phase II (making a personal connection with local characters).
6. Work with Mt. Hood/Columbia River Gorge region (RDMO) and their ad agency (Weiden & Kennedy) to create and publicize three Video Ads this year emphasizing on Cycling, Agriculture and Water Activities. Each DMO in our region will be contributing funds and the RDMO will be matching these funds as to increase our capabilities to create a better video and possibly more than three. These will be used by each DMO this year and then our region will be paying for TV time with Travel Oregon the following year as a campaign to market our entire region. (this was delayed until 14/15 due to other opportunities that arose with the new Travel Oregon Campaign)
7. Expand online advertising with Travel Oregon and other travel sites.
8. Continue to develop tours for passengers of cruise ships and day cruises that make scheduled stops at the new commercial dock in The Dalles.
9. Develop a strategy/plan for creating a festive vendor market in the Lewis & Clark Festival Park when ships arrive at The Dalles commercial dock.
10. Develop a long-term strategy to bring pedi-cabs, bicycle rentals, souvenir shops/kiosks and similar businesses to operate in The Dalles near the dock.
11. Continue to enhance the new website to be even more user friendly and providing advertisement opportunities for a larger exposure for businesses.
12. Research (look for one with more options for the businesses) smartphone applications (like My Chamber App) that allows to search for lodging, dining, wineries, attractions and other visitor amenities in The Dalles on mobile

25. Work with hotels, restaurants and wineries to develop programs suitable for participation in the Travel Oregon Wanderfeast (Oregon Bounty) promotion.
26. Maintain strong alliances with Columbia River Gorge Visitors Association, Oregon Festival & Events Association, Columbia Gorge Arts & Culture Alliance, Oregon Destination Marketing Organizations, Travel Oregon, Travel Portland, the Mt. Hood/Columbia River Gorge Region, Oregon Tour and Travel Alliance, and other regional partners.
27. Work with Chamber to develop, maintain and enhance Sunsational Charm Trail to encourage foot traffic from tourists into our local businesses.
28. Work with community to be a more Bike Friendly Area!! Continue to work with City, Committees, County, and community to increase Bicycle Tourism, Bike Ready Businesses, and help with overall Bike Plan for The Dalles.

### **Advertising**

1. Advertise The Dalles cycling map on local, regional and national cycling websites and work with new work group in The Dalles for City wide Bike Plan. Feed information to Travel Oregon as things progress to help tell our story!
2. Will be developing an ad campaign promoting Visit The Dalles on Facebook and other social media sites.
3. Place ads in the Gorge Guide, 1859 Magazine, Travel Oregon Trip Planner, Oregon Events Calendar, Visitor Guide, Northwest Travel, True West, The Columbia River Gorge Guide, AAA (VIA), Veterans View, and Kid's Guide.
4. Support national and international marketing strategies of Travel Oregon and Travel Portland with co-op advertising and providing The Dalles brochures as part of their travel trade activities.
5. Provide marketing grants for Cruise the Gorge and other organizations producing events that generate overnight stays.
6. Place ads in online publications in Oregon, Washington, Idaho and northern California publications for spring and summer events.
7. Develop cooperative advertising opportunities with local hospitality and tourism businesses to leverage advertising dollars.

## **Partnerships**

1. Maintain and maximize partnerships with Travel Oregon, Travel Portland, Oregon Tour & Travel Alliance, Oregon Festivals & Events Association, Oregon Travel Information Council, Mt. Hood/Columbia Gorge regional tourism commission, CRGVA, Oregon Film & Video, Mt. Hood Alliance, Wasco County, Columbia Gorge Discovery Center & Museum, The Dalles Dam/Corps of Engineers, Ft. Dalles Rodeo Association, Port of The Dalles, Northern Wasco County Parks & Recreation District, Wasco County Historic Landmarks, Oregon State Chamber of Commerce, Oregon 150, and other Columbia River Gorge Chambers of Commerce along with Northwest Region Chambers.
2. Provide tourism perspective to community initiatives to solicit federal funding as a contributing member of the Community Outreach Team.

## **Special Projects**

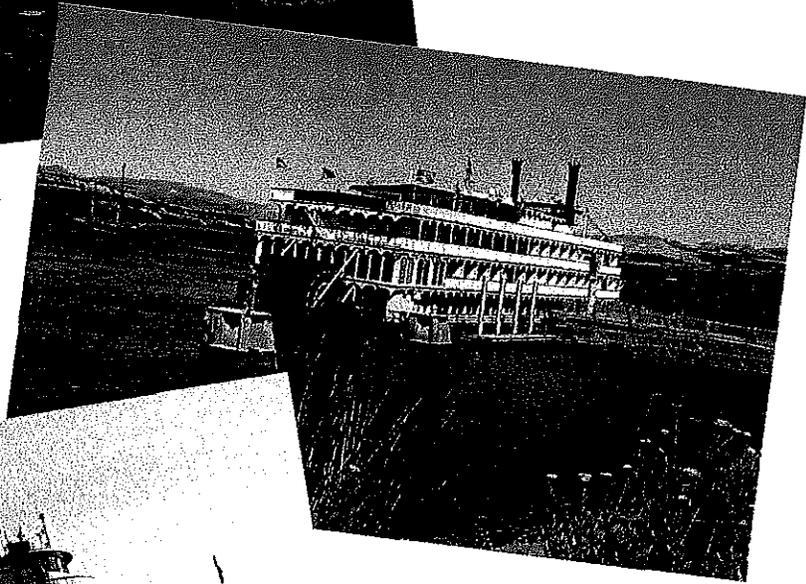
1. Electronic Klosks update for Festival Park
2. Fencing for yard area of Chamber for Tourists picnics
3. Tables & benches for picnic area

Evaluation will be provided by Chamber Board review (Includes City Manager), Annual Report to the City in March, and monthly financial reports from the City to the Chamber.

## 2013-14 Proposed Tourism Marketing Budget

<b>Personnel</b>				
(01) Salaries & Benefits		\$97,500	Increase to accommodate our Charm Trail Coirdinator and bring her above minimum wage and accommodate our summer staffing (weekends)	
<b>Facilities</b>				
(02) Space Cost		\$7,380	2013-2014 Actual	
(03) Equipment Maintenance & Repair		\$6,000	No Change from 2013-14	
<b>Operating</b>				
(04) Administration		\$23,520	No Change from 2013-14	
(05) Office Supplies		\$2,000	No Change from 2013-14	
(06) Postage		\$3,500	No Change from 2013-14	
(07) Telephone		\$2,800	Increase from 2013-14 (Chamber covers 65%)	
(08) Travel & Mileage		\$5,000	No Change from 2013-14	
(09) Dues & Subscriptions		\$830	No Change from 2013-14	
<b>Marketing</b>				
(10) Printing & Binding		\$5,000	No Change from 2013-14	
(11) Marketing/Event Support		\$53,000	No Change from 2013-14	
Grants for Events (heads in beds)	\$8,000			
Marketing/Event Support	\$45,000			
(12) Public Relations		\$15,000	No Change from 2013-14	
<b>Total</b>		<b>\$221,530</b>		
(13) Special Project		\$20,000	Continued efforts to create VISITOR CENTER for Wasco County	
a. Fencing for safety, looks, & visitor picnic area			(I am not sure of the exact costs for each	
b. Tables/benches for picnic areas			of these special projects but I will do my best to	
c. Update Electronic Kiosks at Festival Park			address each of the projects in the most effective way)	
<b>GRAND TOTAL</b>		<b>\$241,530</b>		

# The Dalles Cruise Ship Marketing Recommendations



## **Cruise Ship Coordinator Needed**

The Dalles needs one accessible Cruise Ship Coordinator to facilitate the docking schedule and all that it entails, work with ground tours (cruise lines-provided and private), communicating with the stakeholders, disseminate information to the news media, as well as other related tasks relating to The Dalles' cruise ship market segment. This person would serve as the first point of contact between the cruise ships, the City of The Dalles, and all stakeholders and/or interested parties.

At this time, Julie Krueger, City Administrative Assistant, handles the boat scheduling as part of her many duties. With five boats at present, and the possibility of additional dockings for the 2015 season, this part of Julie's job has more than doubled from what it was in 2013. It will continue to grow and require more staff time than what Julie has available.

During 2013 there were just under 50 dockings. This year, there are almost 90 dockings. With the Safari Legacy planning to call on The Dalles the full season of 2015, we already know that the number of dockings will increase.

### **2014 Season Summary**

Cruise Ships -- 86 dockings for estimated passenger count of: 13,578\*

1. American Empress – 250 passengers x 33 trips
2. American Cruise Lines Queen of the West – 120 passengers x 30 trips
3. Safari Legacy – 88 passengers x 14 trips
4. National Geographic Sea Bird -- 62 passengers x 4 trips
5. National Geographic Sea Lion – 62 passengers x 4 trips

\*This number does not include the number of crew members who spend time in The Dalles while the ship is in port. One could estimate an additional 1,000 people visiting The Dalles during the 2014 season.

The boats are here. It was one thing to attract the boats to call on The Dalles. But our job is not finished. There is more that needs to be done if we are to keep those boats coming.

We are already a year or more behind addressing this important tourism market segment. We don't even have an adequate walking tour map to offer! There is much to be done in a short period of time for this season. One point person, with the freedom to do all that is needed and to do it quickly, is necessary.

At this time it is strongly recommended that this individual be appointed by and work under the supervision of the City of The Dalles. This will allow access to the most resources and will facilitate the cohesiveness that will make our foray into Tour Boat hosting successful.

## **SUGGESTED CRUISE SHIP COORDINATOR JOB DESCRIPTION**

This person would serve as the first point of contact between the cruise ships, the City of The Dalles, and all stakeholders and/or interested parties. This person will work to ensure that the cruise ships get the most out of their stay in The Dalles.

### **SKILL SET**

- Ability to communicate clearly, concisely, and accurately, both verbally and in writing.
- Possess problem solving skills and decision making skills for resolving problems quickly.
- Be well organized.
- Proficient customer service skills.
- Basic computer and keyboard skills.
- Have knowledge of infrastructure and legalities of interactions.
- Have knowledge of community and cruise ship procedures.
- Have respect for authority figures and chain of command.
- Public speaking skills are important for this role.
- Ability to be self-directed and work courteously with the public.

### **JOB DUTIES**

- Be accountable to only one entity.
- Establish and maintain long-term partnerships with Cruise Line operators with the objective of ensuring continuous dockings at The Dalles.
- Be responsible for communicating with all stakeholders and/or interested parties by phone, in person, and in writing.
- As the Liaison Person, work with an established chain of command for individual situations/circumstances.
- Work with stakeholders to maintain updated inventory list of attractions and activities for The Dalles to be made available to cruise ship companies.
- Create, assemble and maintain up-to-date marketing packets for cruise lines through cooperation with local stakeholders.
- Provide excellent customer service.
- Report regularly to responsible authority.
- Have the appropriate decision making authority.
- Where possible, develop working relationships with other communities along the Columbia River which have docking facilities.
- Have a detailed job description including:
  - Work directly with the point person on each cruise ship.
  - Be the "go to person" for local questions and problems.
  - Be responsible for updating cruise ship schedules and alerting to changes.
  - Be able to delegate responsibilities within established norms.
  - Put out "fires."



Make Tracks

TO WASHINGTON'S SIDE OF THE GORGE

WWW.CITYOFSTEVENSON.COM

**Visitor Center**  
 Hours:  
 Summer: 8:30 - 5:00 Mon-Fri  
 9:00 - 5:00 Sat  
 10:00 - 4:00 Sun  
 Winter: 8:30 - 5:00 Mon-Fri  
 Skamania County  
 Chamber of Commerce  
 509-427-8911  
 1-800-989-9178  
 www.skamania.org

- Restaurants and Bars**
- 4 - Gotta Hava Java
  - 7 - Klickitat Canyon Winery
  - 8 - Little Viking Drive-In
  - 9 - Venus Cafe
  - 13 - Skamania Lodge - 1.3 Miles - **ATM**
  - 15 - Andrew's Pizza and Pasta
  - 17 - Main Street Deli - **ATM**
  - 20 - A & J Select Market & Deli - **ATM**
  - 26 - La Casa De Sabor
  - 26 - Pauly's Nite Club
  - 32 - Robbie's Coffee House
  - 35 - Walking Man Brew Pub
  - 36 - The Crossing
  - 45 - Subway
  - 52 - El Rio Texicantina
  - 55 - Big River Grill
  - 56 - Granny's Gedunk
  - 78 - Big T's
  - 90 - The Cabin Drive-Thru

- Lodging**
- 13 - Skamania Lodge-1.3 Miles - **ATM**
  - 39 - Columbia Gorge Riverside Lodge
  - 87 - Rodeway Inn
  - 89 - Resort at Skamania Coves- 1.5 Miles

- Shopping**
- 5 - Lizette Fine Fashion Boutique
  - 13 - Skamania Lodge-1.3 Miles - **ATM**
  - 17 - Main Street Conv. Store & Gas - **ATM**
  - 18 - Wind River Pharmacy
  - 20 - A & J Select Market - **ATM**
  - 29 - Lesley's Books and Beer
  - 30 - A. Boutique
  - 31 - Bloomsbury
  - 31 - Out on a Limb
  - 32 - Columbia River Wine Sellers
  - 44 - Affordables Thrift Store
  - 46 - Robbie's Tin Roof Rusted
  - 47 - Grandma's House
  - 53 - NAPA Auto Parts
  - 84 - Columbia Hardware
  - 83 - Bits N' Spurs
  - 85 - Leonard's

- Art Galleries**
- 66 - Riverhouse III Gallery

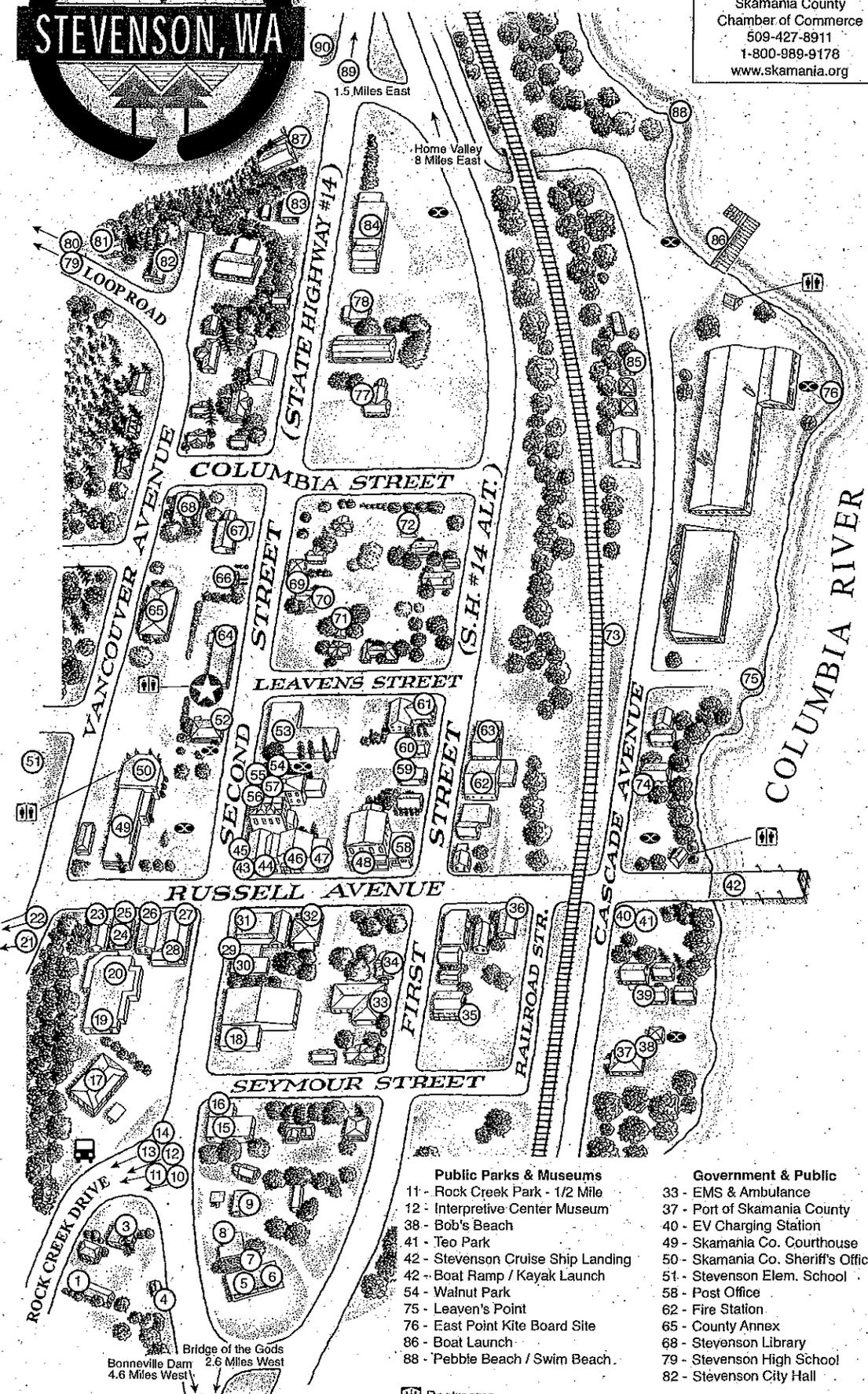
- Barbers & Beauticians**
- 10 - Reed's Salon
  - 21 - Salon Bella
  - 69 - Bushwackers Barber Shop

- Banks**
- 28 - Riverview Community Bank - **ATM**
  - 60 - Lacomas Community Credit Union - **ATM**
  - 64 - Sterling Savings Bank - **ATM**

- Florists**
- 31 - Bloomsbury

- Realtors**
- 43 - Windermere
  - 71 - John L. Scott

- Miscellaneous**
- 1 - AQC Builders
  - 3 - Sam's Auto Body & Auto Sales
  - 14 - Food Bank
  - 16 - Quality Care Counseling
  - 19 - East Wind Laundromat
  - 22 - Wee Care
  - 23 - Farmer's Insurance
  - 24 - Skamania Chiropractic & Rehab
  - 24 - Sallha Abrams, LMP
  - 24 - Cascade Acupuncture Center
  - 24 - Viriditas Naturopathic Medicine
  - 25 - Skamania County Title
  - 27 - Advanced Chiropractic and Massage Clinic
  - 32 - Director's Mortgage
  - 32 - Kand's K-9 Clips
  - 32 - A Profound Change Healing & Hypnosis
  - 32 - Stevenson Massage and Foot Spa
  - 34 - Arrowhead Accounting
  - 48 - Pioneer Publishing
  - 59 - Top Gear Driving School
  - 61 - Columbia Gorge CrossFit
  - 63 - Eagles Lodge
  - 67 - Chevron
  - 69 - Van Pelt Construction
  - 70 - Stevenson Family Eye Care
  - 72 - Watkins Electrical
  - 77 - Stevenson Dental Care
  - 81 - Stevenson Veterinary Clinic



- Public Parks & Museums**
- 11 - Rock Creek Park - 1/2 Mile
  - 12 - Interpretive Center Museum
  - 38 - Bob's Beach
  - 41 - Teo Park
  - 42 - Stevenson Cruise Ship Landing
  - 42 - Boat Ramp / Kayak Launch
  - 54 - Walnut Park
  - 75 - Leaven's Point
  - 76 - East Point Kite Board Site
  - 86 - Boat Launch
  - 88 - Pebble Beach / Swim Beach

- Government & Public**
- 33 - EMS & Ambulance
  - 37 - Port of Skamania County
  - 40 - EV Charging Station
  - 49 - Skamania Co. Courthouse
  - 50 - Skamania Co. Sheriff's Office
  - 51 - Stevenson Elem. School
  - 58 - Post Office
  - 62 - Fire Station
  - 65 - County Annex
  - 68 - Stevenson Library
  - 79 - Stevenson High School
  - 82 - Stevenson City Hall

- Restrooms
- Wi-Fi Hot Spots
- Bus Stops

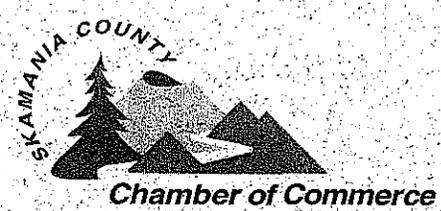
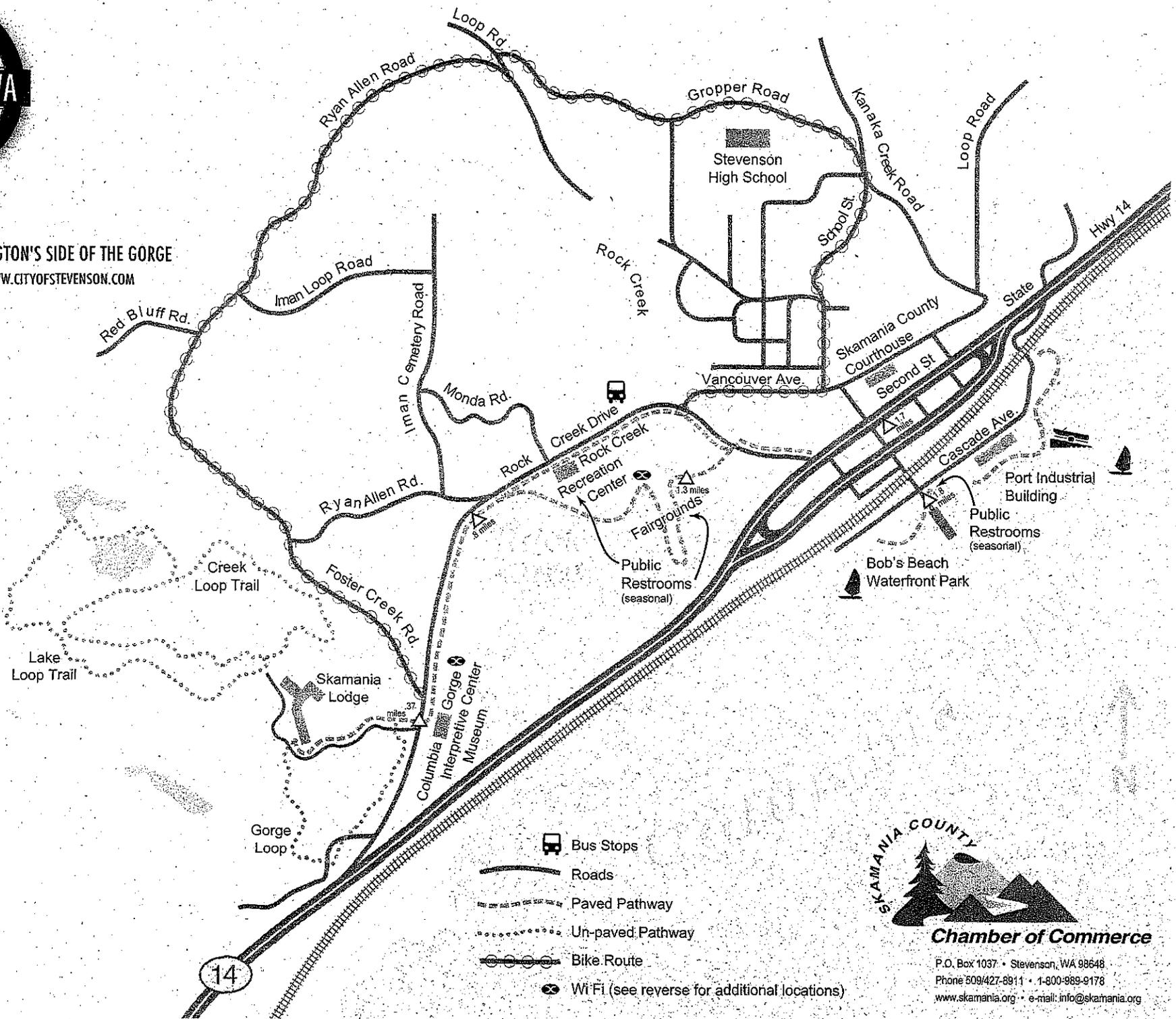
Bridge of the Gods  
 Bonneville Dam  
 2.6 Miles West  
 4.6 Miles West



Make Tracks

TO WASHINGTON'S SIDE OF THE GORGE

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**Chamber of Commerce**  
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 www.skamania.org • e-mail: info@skamania.org

<b>2014 CRUISE SHIP SCHEDULE</b>			
<b>Arrival Date</b>	<b>Ship Name</b>	<b>Time In Port</b>	
April 1 - Tues	American Empress	8:00 a.m.	Overnight
April 9 - Wed.	American Empress	8:00 a.m.	Overnight
April 10 - Thurs	Safari Legacy	8:00 a.m.	5:00 p.m.
April 15 - Tues	American Empress	8:00 a.m.	Overnight
April 16 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
April 21 - Mon.	Queen of the West	1:00 p.m.	Overnight
April 23 - Wed.	American Empress	8:00 a.m.	Overnight
April 24 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
April 29 - Tues.	American Empress	8:00 a.m.	Overnight
April 30 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
May 1 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
May 5 - Mon.	Queen of the West	1:00 p.m.	Overnight
May 7 - Wed.	American Empress	8:00 a.m.	Overnight
May 8 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
May 14 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
May 15 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
May 15 - Thurs.	American Empress*	8:00 a.m.	Overnight
May 19 - Mon.	Queen of the West	1:00 p.m.	Overnight
May 21 - Wed.	American Empress	8:00 a.m.	Overnight
May 22 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
May 28 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
May 29 - Thurs.	American Empress*	8:00 a.m.	5:00 p.m.
May 29 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
June 2 - Mon.	Queen of the West	1:00 p.m.	Overnight
June 4 - Wed.	American Empress	8:00 a.m.	Overnight
June 5 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
June 11 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
June 12 - Thurs.	American Empress	8:00 a.m.	Overnight
June 16 - Mon.	Queen of the West	1:00 p.m.	Overnight
June 18 - Wed.	American Empress	8:00 a.m.	Overnight
June 25 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
June 26 - Thurs.	American Empress	8:00 a.m.	Overnight
June 30 - Mon.	Queen of the West	1:00 p.m.	Overnight
July 2 - Wed.	American Empress	8:00 a.m.	Overnight
July 9 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
July 10 - Thurs.	American Empress	8:00 a.m.	Overnight
July 14- Mon.	Queen of the West	1:00 p.m.	Overnight
July 16 - Wed.	American Empress	8:00 a.m.	Overnight
July 23 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
July 24 - Thurs.	American Empress	8:00 a.m.	Overnight
July 28 - Mon.	Queen of the West	1:00 p.m.	Overnight
July 30 - Wed.	American Empress*	8:00 a.m.	Overnight
<b>Please note that this schedule is subject to change.</b>			<b>Updated: 04-17-2014</b>

**Morning arrivals: Passengers disembark about 8:30am**

**Noon arrivals Passengers disembark about 1:30pm**

**\*May not be docking at The Dalles. Bus Tours will operate.**

### 2014 CRUISE SHIP SCHEDULE

Arrival Date	Ship Name	Time In Port	
Aug. 7 - Thurs.	American Empress	8:00 a.m.	5:00 p.m.
Aug. 11 - Mon.	Queen of the West	1:00 p.m.	Overnight
Aug. 13 - Wed.	American Empress	8:00 a.m.	Overnight
Aug. 20 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
Aug. 21 - Thurs.	American Empress	8:00 a.m.	5:00 p.m.
Aug. 25 - Mon.	Queen of the West	1:00 p.m.	Overnight
Aug. 27 - Wed.	American Empress	8:00 a.m.	Overnight
Sept. 3 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
Sept. 4 - Thurs.	American Empress	8:00 a.m.	5:00 p.m.
Sept. 8 - Mon.	Queen of the West	1:00 p.m.	Overnight
Sept. 10 - Wed.	American Empress	8:00 a.m.	Overnight
Sept. 11 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
Sept. 17 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
Sept. 18 - Thurs.	American Empress	8:00 a.m.	5:00 p.m.
Sept. 22 - Mon.	Queen of the West	1:00 p.m.	Overnight
Sept. 24 - Wed.	American Empress*	8:00 a.m.	Overnight
Sept. 24 - Wed.	NG Sea Bird	8:00 p.m.	Overnight
Sept. 25 - Thurs.	NG Sea Lion	8:00 p.m.	Overnight
Oct. 1 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
Oct. 2 - Thurs.	American Empress*	8:00 a.m.	Overnight
Oct. 2 - Thurs.	NG Sea Lion	7:00 a.m.	Overnight
Oct. 6 - Mon.	Queen of the West	1:00 p.m.	Overnight
Oct. 7 - Mon.	NG Sea Lion	8:00 p.m.	Overnight
Oct. 8 - Wed.	American Empress	8:00 a.m.	Overnight
Oct. 9 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
Oct. 13 - Mon.	NG Sea Bird	7:00 a.m.	Overnight
Oct. 14 - Tues.	NG Sea Lion	7:00 a.m.	Overnight
Oct. 15 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
Oct. 16 - Thurs.	American Empress	8:00 a.m.	5:00 p.m.
Oct. 18 - Sat.	NG Sea Bird	8:00 p.m.	Overnight
Oct. 20 - Mon.	Queen of the West	1:00 p.m.	Overnight
Oct. 22 - Wed.	American Empress	8:00 a.m.	Overnight
Oct. 23 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
Oct. 25 - Sat.	NG Sea Bird	7:00 a.m.	Overnight
Oct. 29 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
Oct. 30 - Thurs.	American Empress	8:00 a.m.	5:00 p.m.
Nov. 3 - Mon.	Queen of the West	1:00 p.m.	Overnight
Nov. 5 - Wed.	American Empress	8:00 a.m.	Overnight
Nov. 6 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
Nov. 12 - Wed.	Queen of the West	12:00 noon	6:00 p.m.
Nov. 13 - Thurs.	American Empress	8:00 a.m.	5:00 p.m.
Nov. 20 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.
Nov. 27 - Thurs.	Safari Legacy	8:00 a.m.	5:00 p.m.

**Please note that this schedule is subject to change.**

**Updated: 04-17-2014**

**Morning arrivals: Passengers disembark about 8:30am**

**Noon arrivals Passengers disembark about 1:30pm**

**\*May not be docking at The Dalles. Bus Tours will operate.**

TRAVEL

# River-eye views of the Northwest

By the hour or the week, cruises provide a unique take on the splendors of our region

By Terry Richard  
trichard@oregonian.com

Time spent on a boat gives passengers an entirely new perspective of the beauty of the Pacific Northwest.

From a couple of hours in a speedy jetboat on the Willamette to a week on an elegant sternwheeler plying the Columbia and Snake rivers, the cruise industry offers residents and tourists alike multiple ways to connect with local waters.

The arrival in Portland of the 223-passenger American Empress, reborn after five idle years, returns the ultimate level of elegance to travel on the Columbia River. The ship was dedicated last weekend on the downtown Portland harbor wall. Its home port is Vancouver.

Long cruises on local rivers may not appeal to Northwest residents, as they know the territory already, but the business creates jobs and brings a buzz to towns when they land between Astoria and Clarkston, Wash.

Here's a look at ways to cruise the Columbia, Snake and Willamette rivers, including the day tours that locals love.

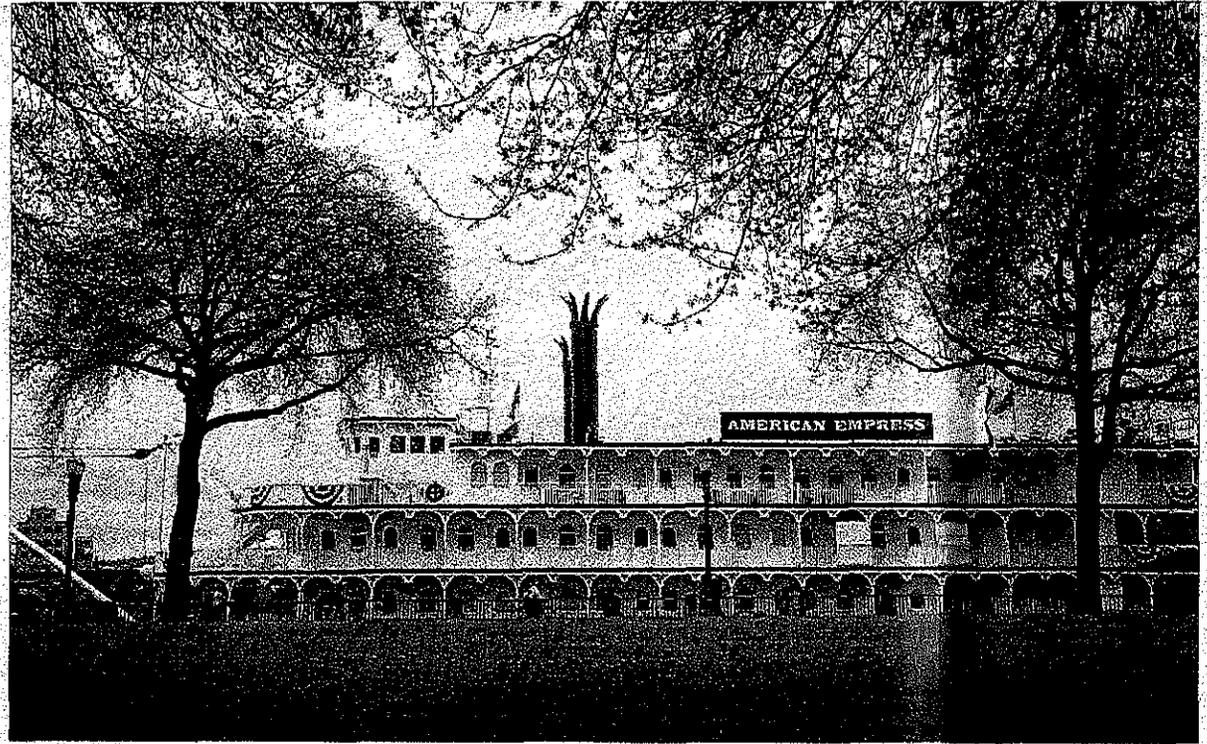
**American Queen Steamboat**

Co., The company's namesake, the American Queen, sails the Mississippi River. Now its sister ship, the American Empress, is back on the waters of the Columbia and Snake rivers. The cruise season lasts April to November, with nine-day trips beginning at \$3,795. 888-749-5280, aqsc.com.

**American Cruise Lines:** Operator of Queen of the West, another luxury sternwheeler, the Connecticut company operates April to November with eight-day trips on the Columbia/Snake starting at \$3,750. The Queen was renovated in 2011. 800-460-4518, american-cruiselines.com.

**Un-Cruise Adventures:** Eight-day Columbia River tours on the 86-passenger S.S. Legacy are offered in spring and fall, leaving from Portland; prices for these Legacy of Discovery tours begin at \$3,195. The ship will stay on the Columbia for the full 2015 season. 828-862-8881, un-cruise.com.

**National Geographic Expeditions:** Offered in association with Lindblad Expeditions, this small (62 guests) seven-day tour in the Sea Bird or Sea Lion brings along Zodiacs and kayaks for side explorations. Fares begin at \$4,490 for fall sailings.



Idle for five years, the reborn 223-passenger American Empress was dedicated last weekend in Portland. Its cruise season lasts April to November, with nine-day trips beginning at \$3,795.

MICHAEL LLOYD/THE OREGONIAN

800-397-3348, expeditions.com.

**Portland Spirit:** This is perhaps the best known local cruise company because of

the visibility of the green and white ship that moors in downtown Portland, plus its famous SternWheeler Columbia Gorge at Cascade Locks. The Portland Spirit has dinner, lunch, brunch, music and sightseeing cruises on the Willamette, but also a longer Lewis and Clark-themed cruise out to the Columbia on summer Thursdays.

The company's smaller boat, the Explorer, offers tours in Portland harbor, as well as an all-day tour upriver to Cascade

Locks. From June to September the Explorer will carry a limited number of bicycles one way from Portland to Cascade Locks. Cyclists can return to Portland using the Historic Columbia River Highway State Trail, which last fall saw completion of its last section that makes it possible to bicycle between Cascade Locks and Portland without using any part of Interstate 84.

The Sternwheeler Columbia Gorge offers a mix of dinner, lunch and sightseeing cruises.

This is the boat for impressing out-of-town guests.

Portland Spirit tour prices range from \$23 to \$88, less for seniors and ages 4-12; 503-928-3395, portlandspirit.com.

**Sternwheeler Excursions:** Operator of the Willamette Queen, the tour boat is homeported on the Willamette River in downtown Salem. Its solid oak dance floor on the upper deck gets most of its use in private rentals, but guests on meal and sightseeing cruises can dance a jig if they feel inclined.

Prices range from \$12 to \$48. 503-371-1103, willamettequeen.com.

**Willamette Jetboat Excursions:** This Willamette River eye-catcher docks at OMSI across from downtown Portland. Its main excursion is upriver to a closer view of Willamette Falls than you may want. Prices range from \$29 to \$51 for one- or two-hour and lunch tours. The season starts May 3. 503-231-1532, willamettejet.com.

