



PORT OF BENTON Press Release

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Crow Butte Park Launches 2021 Season With Contactless Reservations and Parking Passes

Richland, Wash. – Port of Benton recently launched a new website for its Crow Butte Park in Paterson, crowbutte.com. For the first time, visitors can pay for parking passes with credit cards from their desktop or smartphone ahead of time. This e-commerce feature enables a fully contactless experience for both camping reservations and those visiting the Park or marina for the day.

Guests can still purchase parking passes with cash in-person but are encouraged to pay by credit card online when possible to reduce cash handling at the Park. The Crow Butte Park season is March 15 to October 15, with the boat ramp open year-round.

Underground Creative, a Kennewick-based digital marketing firm, worked with the Port to develop the new website.

“We believe in giving startup enterprises a chance, and Underground Creative reinforces that sentiment,” stated Diahann Howard, Port of Benton executive director. “They have gone above-and-beyond the call of duty to support our ever-changing needs.”

Visitors eagerly awaited the 2021 season following last year’s required closure under the Stay Home, Stay Healthy Proclamation. There were nearly 200 hits to the new crowbutte.com website in the first five minutes. Between noon and 5 p.m., website visitors made more than 250 reservations.

One of the Park’s frequent visitors shared, “Camping at Crow Butte with my nine grandchildren, usually the week after school gets out, has become a family tradition for us. This will be our sixth year. We absolutely love Crow Butte! They love playing at the playground, splashing in the water and finding tadpoles, riding their bikes around the loop, and visiting with the camp hosts. My grandkids look forward to it all year!”

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