



## 2024 Application for Lodging Tax Funds

### Contact Information

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*(Application deadline is 5:00 p.m. on Friday, May 6, 2024)*

<b>Amount of Lodging Tax Requested *</b>	\$ 5,000.00		
<b>Organization/Agency Name *</b>	Why Community		
<b>Federal Tax ID Number (EIN)</b>	820,601,374		
<b>Event or Activity Name *</b>	Santa's Holiday Hustle		
<b>Contact Name and Title *</b>	Sherri McMillan, President		
<b>Mailing Address *</b>	Street Address		
	1011 Broadway		
	Address Line 2		
	City	State / Province / Region	
	Vancouver	WA	
	Postal / Zip Code	Country	
	98660	USA	
<b>Phone *</b>	entry format example 123-456-7890		
	360-798-4744		
<b>Email *</b>	sherri@nwpersonaltraining.com		

## Application Questions

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### Activity Type \*

- EVENT - Short-term event occurring between specific dates/times (e.g. 4th of July celebration, festival of lights)
- ACTIVITY - Short-term activity occurring between specific dates/times (e.g. local marathon, egg hunt, social, fund-raiser walk, talent show)
- MARKETING- Avenues that provide information promoting tourism; is typically year-round, but may also operate for a season (e.g. ads, brochures, videos, campaigns)
- FACILITY/GROUNDS - Improvements or upkeep of tourism-related facilities/grounds  
(select all that apply)

### Check all that apply to this application \*

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

### Which one applies to your agency \*

- Non-Profit (upload current WA State corporate registration on Attachments tab)
- Public Agency

**Describe your tourism-related activity of event \***

A holiday-themed 5K run/walk with a mission to get families active, spread holiday cheer, and highlight the beautiful community of Camas WA

In 2023, we have 778 participants that completed the race. In addition, we provided complimentary race entries to 154 kids to make it a wonderful family event.

It is also a fundraising event for local schools, clubs, teams and Exchange Rehabilitation.

Last year, we had athletes travel to do the event from 8 states and 2 countries (USA and Canada). The average percentage of our participants traveling from out of state or more than 50 miles is on average 25% making this a great event to support Tourism.

Our goal is to bring family friendly events into communities that offer people the chance to be active and have fun. We have the database and the ability to advertise this event to a number of people who may have not been to Camas or heard of the area before.

**Economic Impact:**

The economic impact for events similar to Santa's Holiday Hustle calculate an economic impact of \$313/athlete. For our 2024 event with a goal of 1000 participants that would equate to an economic impact of \$313,000.

Many athletes who are introduced to an area like Camas with so many parks and trails will continue to return to on a regular basis to go for runs and eat out. The majority of this event weekend and residual spending includes food and beverage, lodging, retail shopping, entertainment, race registration and miscellaneous spending.

We can increase the economic impact of this event by having the funds to market outside of our local area to attract more out-of-region

participants who will need to spend funds on accommodations and food. By marketing our event throughout Seattle, Bend, Spokane, Boise, and Eugene and other large markets outside of our direct region and encouraging these athletes to come to Camas for a fun, festive weekend, we can significantly increase the spending in our area.

## Projected Attendance/Population Reached

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<b>Total # Attendees</b>	1000
<b># Traveling 50+ mi.</b>	250
<b># Traveling from out-of-state</b>	125
<b># Overnight in paid accomm.</b>	250
<b># Overnight in unpaid accomm.</b>	750
<b># of Lodging Nights</b>	250

**Methodology to be used to capture attendance \***

(check all that apply)

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates
- Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- Other: Please describe below

**- Other description:**

# Attachments

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The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

<b>Itemized Budget (income and expenses) *</b>	<a href="#">Budget Santa's Holiday Hustle ...</a>	167.12KB
	JPG, PDF, TIF	
<b>Description (explaining how you intend to use funds) *</b>	<a href="#">Santas Holiday Hustle Descript...</a>	89.36KB
	JPG, PDF, TIF	
<b>Non-Profit Corporate WA Registration</b>	<a href="#">WHY Community Filed Articles ...</a>	514.23KB
	JPG, PDF, TIF	
<b>Organizations Board Members List</b>	<a href="#">Board of Directors 2024 Why C...</a>	317.92KB
	JPG, PDF, TIF	
<b>Brochures or Other Information Showing Tourism Promotion Efforts</b>	<a href="#">Santas Posse brochure 2021 1...</a>	5.06MB
	JPG, PDF, TIF	

## Activity Report Info

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Upon application submittal, City staff will be notified and route it to the next Lodging Tax Advisory Committee meeting. Go to <https://www.cityofcamas.us/meetings> for meeting details.

Once chosen, the award recipients will be notified via email. If you are an award recipient, you'll be required to complete the Event/Activity Report upon event completion. A link to the Report Form will be included in the notification email.

### Post-event required information:

- Total cost of Event/Activity
- Projected vs. Actual for Each of These:
  - Attendance
  - Number traveled over 50 miles
  - Number traveled from another state/country
  - Number stayed overnight
  - Overnight in paid accommodations
- For each item listed above, you'll need to confirm which methodology was used to estimate actual (details outlined on the "Application Questions" page):
  - Direct Count
  - Indirect Count
  - Representative Survey
  - Informal Survey

**If you have any questions - send an email to [administration@cityofcamas.us](mailto:administration@cityofcamas.us) with Lodging Tax Application in the subject line.**

### SIGNATURE AUTHORIZATION & CERTIFICATION:

**I am an authorized agent of the organization/agency applying for funding. I understand that:**

- I am proposing a tourism-related service for the City of Camas in 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City: and file for a permit to use City property, if applicable.
- The City will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results on a report provided by the City.

I also understand the Activity Report is due *after* the event/activity and no later than Monday, February 11, 2024, 5:00 p.m.

**Certification \***

I Acknowledge that all the information submitted in this application is accurate and true

**Signature \***

*Sherri McMillan*

**Date**

auto-captured by form  
4/5/2024



## **Description – How funds will be used for Santa’s Holiday Hustle:**

Our goal is to bring family friendly events into communities that offer people the chance to be active and have fun. We have events all over the PNW and as the largest Running and Multi-Sport company in our area we have the ability to advertise this event to a number of people who may have not been to Camas or heard of the area before.

Running events such as Santa’s Holiday Hustle in our region have calculated an economic impact of \$313/athlete. Our athletes will eat, shop, buy gas and stay in local hotels for the weekend. For our 2024 event, that would equate to an economic impact of \$313,000 with 1000 athletes. This figure doesn’t even include the economic impact for spectators.

The majority of this spending includes food and beverage, lodging, retail shopping, entertainment, event registration and miscellaneous spending.

We can increase the economic impact of this event by having the funds to market outside of our local area to continue to attract more out-of-region participants who will need to spend funds on accommodations and food. By marketing our event throughout Seattle, Bend, Spokane, Boise, Eugene and other large markets outside of our direct region, we can significantly increase the spending in our area.

We will use funds to provide complimentary free race entries to kids 12 and under which will attract athletes from all over the region and to help promote our event in the following way and attract participants from all over the Pacific Northwest:

- Posters and rack cards throughout Oregon and Washington
- Emailing to our online database. Over 100,000 reach weekly
- Promote at other race event expos across the Pacific NW
- Social media – Facebook, Instagram, Youtube – 15,000 followers and a monthly reach of over 60,000
- Posting to regional and national online running event calendars and press releases to local, regional and national running and active publications
- SWAG that promotes the event and the City of Camas including event tshirts, medals etc
- Digital & Social Media Advertising – aggressive Facebook campaign
- Aligning with our beneficiaries

Although this event happens over a weekend, the marketing and tourism impact for the City of Camas happens throughout the entire year. The return on investment is significant as indicative by our ongoing relationships with multiple communities around the Pacific Northwest. They recognize that our events bring people to their communities and that has a direct and massive economic impact during race weekend and continues throughout the entire year.



# SANTA'S POSSE 5K

## December 19, 2021

**NOW IN  
CAMAS!**

#WHYSANTASPOSSE • **5K** • #WEAREBETTERTOGETHER



**REGISTER & DETAILS AT**

**WHYRACINGEVENTS.COM**

- Make a new Family Tradition in Downtown Camas!
- \$1 of every registration goes to Clark County Sheriff's Santa's Posse
  - Kids 12 and under race for FREE
  - Ages 13-17 race for 50% OFF!
- Santa's Posse collects and distributes toys and food to make a special Christmas holiday season for less fortunate families in Clark County. Last year, Santa's Posse helped 1000 families and provided Christmas for over 3,400 children in our community.



**COOL SWAG!**



**Santa Suits with Santa's Jacket, Pants, Hat and Beard for everyone!**

**THANK YOU TO OUR GENEROUS SPONSORS**









**BENEFICIARIES**



# Why Community

## Board of Directors

	<p><b>Sherri McMillan - President</b>  Master's Degree in Exercise Science  Fitness Professional 30+ years  Race Director 15+ years  Author and Award-winning International Fitness Presenter</p>
	<p><b>Wendy Hull – Secretary</b>  Administrative Officer for Federal Government Transportation Department for 26 years  Business Owner</p>
	<p><b>Tamara Fuller – Board Member</b>  Corporate Real Estate – 22+ years  Greater Vancouver Chamber of Commerce Board Member 2007-Current; Chair of the Board 2020-2021 and 2021-2023  The Rotary Club of Greater Clark County 2001-2012  SW Washington Junior Achievement Advisory Council 2007-2009</p>
	<p><b>Frank Goulard – Board Member</b></p> <ul style="list-style-type: none"> <li>• BS Statistics, BPE Education, MS Education</li> <li>• Math Faculty – Portland Community College since 1981</li> <li>• Oregon Higher Education Coordinating Commission (HECC) commissioner since 2013</li> <li>• Race Director Multi-Sports Events and Triathlon Club President 1983-1994</li> <li>• Age group Triathlete/Runner since 1967</li> </ul>
	<p><b>Dan Donovan – Board Member</b></p> <ul style="list-style-type: none"> <li>• Director - Federal Highway</li> <li>• Wisconsin native</li> <li>• Civil Engineering – University of Wisconsin</li> <li>• Iowa state university</li> <li>• Lifelong runner</li> </ul>
	<p><b>Jim West – Board Member</b></p> <ul style="list-style-type: none"> <li>• Licensed Commercial Real Estate Broker at Jim West Commercial Real Estate</li> <li>• Studied Economics at Willamette University</li> <li>• Rotary Club Board Member</li> <li>• Stroke Survivor</li> <li>• Lifelong runner, triathlete &amp; hiker</li> </ul>

UNITED STATES OF AMERICA

The State of



Washington

Secretary of State

I, **KIM WYMAN**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

**CERTIFICATE OF INCORPORATION**

to

**WHY COMMUNITY**

a/an WA Non-Profit Corporation. Charter documents are effective on the date indicated below.

Date: 2/14/2017

UBI Number: 604-091-517



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Kim Wyman, Secretary of State

Date Issued: 2/16/2017

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tid: 3433825  
604 091 517

**ARTICLES OF INCORPORATION  
OF  
WHY COMMUNITY**

The undersigned individual, acting as incorporator under Chapter 24.03 RCW, or the Washington Nonprofit Corporation Act (the "Act"), adopts the following Articles of Incorporation.

**ARTICLE I – NAME**

The name of the corporation is WHY Community.

**ARTICLE II – PERIOD OF DURATION**

The period of duration of the Corporation is perpetual.

**ARTICLE III – PURPOSE**

The corporation is a public benefit corporation. It is organized and must be operated exclusively for educational and cultural purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future Federal tax code. The Corporation's purpose is to help provide opportunities for low income or disadvantaged individuals to train for and participate in community racing and athletic events.

**ARTICLE IV – FEDERAL INCOME TAX EXEMPT ACTIVITIES**

Notwithstanding any other provision of these Articles of Incorporation, the corporation may not carry on any activities not permitted to be carried on (a) by a corporation exempt from federal income taxation under IRC §501(c)(3) and (b) by a corporation, contributions to which are deductible under IRC §§170(c)(2), 2055(a)(2), and 2522(a)(2). No part of the net earnings of the corporation may inure to the benefit of any private shareholder or individual. No substantial part of the activities of the corporation may consist of carrying on propaganda, or otherwise attempting, to influence legislation, except as may be permitted under IRC §501(h), and the corporation will not participate in, or intervene in (including publishing or distributing statements), any political campaign on behalf of or in opposition to any candidate for public office.

**ARTICLE VI – DISTRIBUTION AT DISSOLUTION**

Upon the dissolution or final liquidation of the corporation, and after the payment or provision for payment of all the liabilities of the corporation, the remaining assets of the corporation will be distributed to such organization or organizations that are then described in IRC §§501(c)(3), 170(c)(2), 2055(a)(2), and 2522(a)(2) and/or to the United States or any state for exclusively public purposes as the board of directors determines.

## **ARTICLE VII – NON-MEMBER ORGANIZATION**

The corporation will not have members.

## **ARTICLE VIII – DIRECTORS**

The names and addresses of the initial directors of the corporation are:

Sherri McMillan	1011 Broadway
	Vancouver, WA 98660

The incorporator has obtained the consent of all directors named to serve. All directors of the corporation other than the initial directors will be elected at the time, in the manner, and for the terms to be set forth in the corporation's bylaws.

## **ARTICLE IX – LIMITATION OF DIRECTOR AND OFFICER LIABILITY**

No director or uncompensated officer will be personally liable to the corporation for monetary damages for conduct as a director or an officer unless the Washington Nonprofit Corporation Act prohibits eliminating or limiting the liability of a director or an officer for the particular act or omission. No amendment to the Washington Nonprofit Corporation Act that further limits the acts or omissions for which elimination of liability is permitted will affect the liability of a director or an officer for any act or omission that occurs before the effective date of the amendment.

## **ARTICLE X – INDEMNIFICATION OF DIRECTORS AND OFFICERS**

The corporation will indemnify to the fullest extent specifically authorized by the Act any current or former director or officer of the corporation who is made, or threatened to be made, a party to an action, suit, or proceeding, whether civil, criminal, administrative, investigative, or otherwise (including an action, suit, or proceeding by or in the right of the corporation), by reason of the fact that the person is or was a director or officer of the corporation. The corporation will pay for or reimburse the reasonable expenses incurred by any such current or former director or officer in any such proceeding in advance of the final disposition of the proceeding if the person sets forth in writing (a) the person's good-faith belief that the person is entitled to indemnification under this Article and (b) the person's agreement to repay all advances if it is ultimately determined that the person is not entitled to indemnification under this Article. No amendment to this Article that limits the corporation's obligation to indemnify any person will have any effect on such obligation for any act or omission that occurs before the later of the effective date of the amendment or the date notice of the amendment is given to the person. This Article will not be deemed exclusive of any other provisions for indemnification or advancement of expenses of directors, officers, employees, agents, and fiduciaries that may be included in any statute, bylaw, agreement, general or specific action of the board of directors, vote of the members, or other document or arrangement.

**ARTICLE XI – REFERENCES**

All references in these Articles of Incorporation to sections of the Internal Revenue Code of 1986, as amended, or the Act will be deemed to refer also to the corresponding provisions of any future federal tax or Washington nonprofit corporation laws.

**ARTICLE XII – REGISTERED AGENT**

The address of the corporation’s initial registered office and the name of its initial registered agent at that location are:

Horenstein Law Group PLLC                      500 Broadway, Suite 120  
Vancouver, WA 98660

**ARTICLE XIII – INCORPORATOR**

The name and address of the incorporator are:

Sherri McMillan                                      1011 Broadway  
Vancouver, WA 98660

DATED: February 13, 2017.

  
\_\_\_\_\_  
SHERRI MCMILLAN  
Incorporator

**PERSON TO CONTACT ABOUT THIS FILING:**

Josaundra Hansen  
Tel (360) 696-4100  
Fax (360) 696-5859

**CONSENT TO APPOINTMENT AS REGISTERED AGENT**

I, Horenstein Law Group, PLLC, hereby consent to serve as Registered Agent in the State of Washington for WHY Community.

I understand that as agent for the Corporation, it will be my responsibility to receive service of process in the name of the Corporation; to forward all mail to the Corporation; and to immediately notify the office of the Secretary of State in the event of my resignation, or of any changes in the registered office address of the Corporation for which I am agent.

DATED: February 14, 2017.

HORENSTEIN LAW GROUP, PLLC

By: 

Stephen W. Horenstein, Manager

Address of Registered Agent:  
500 Broadway, Suite 120  
Vancouver, WA 98660





Bags		\$	-		
Bibs		\$	1,000.00		
Equipment Rental					
Cooler Rental		\$	-		
Event Space		\$	-		
Garbage / Recycling		\$	-		
Misc Equipment Rental		\$	-		
Porta Potties		\$	2,750.00		
Radios		\$	-		
Staging / Tent Rental		\$	-		
Traffic Control Equipment		\$	450.00		
Truck Rental		\$	-		
<b>Total Equipment Rental</b>		<b>\$</b>	<b>3,200.00</b>		
Food And Beverage		\$	1,500.00		
Insurance Expense		\$	250.00		
Medals		\$	5,000.00		
Merchandise		\$	150.00		
Permits		\$	350.00		
Parking Fees		\$	-		
USAT Fees		\$	475.00		
<b>Total Permits</b>		<b>\$</b>	<b>825.00</b>		
Supplies		\$	1,000.00		
Swag - Bottles, Bags, Athlete Gifts		\$	1,000.00		
Swim Caps		\$	-		
T-Shirts		\$	7,000.00		
Temp Help		\$	-		
<b>Total Cost of Goods</b>		<b>\$</b>	<b>21,100.00</b>		
DEPOSIT		\$	-		
Depreciation Expense		\$	-		
Donation		\$	1,500.00		
Donation-Volunteer		\$	1,000.00		
Dues and Subscriptions		\$	300.00		
Education		\$	-		
Gifts		\$	-		
HEALTH INSURANCE		\$	1,000.00		
DENTAL INSURANCE		\$	25.00		
<b>Total HEALTH INSURANCE</b>		<b>\$</b>	<b>1,025.00</b>		
Industry Fees		\$	-		
Interest Expense		\$	700.00		
Penalties		\$	-		
<b>Total Interest Expense</b>		<b>\$</b>	<b>700.00</b>		

Meals and Entertainment		\$	100.00		
Moving		\$	-		
Office Supplies		\$	125.00		
Postage		\$	100.00		
Professional Fees					
Accounting		\$	42.75		
Announcer		\$	-		
DJ		\$	600.00		
Entertainment		\$	-		
Flagging		\$	950.00		
Legal		\$	50.00		
Medical		\$	-		
Misc Professional Fees		\$	-		
Motorcycles		\$	-		
Operations Manager		\$	-		
Pacing		\$	-		
Photography		\$	1,000.00		
Police Services		\$	-		
Security		\$	-		
Timing		\$	3,500.00		
Videography		\$	1,000.00		
<b>Total Professional Fees</b>		<b>\$</b>	<b>7,142.75</b>		
Purchases		\$	-		
Reconciliation Discrepancies		\$	-		
Rent Expense		\$	450.00		
Repairs and Maintenance		\$	100.00		
State Taxes		\$	175.00		
Storage		\$	-		
Taxes		\$	-		
Telephone Expense		\$	175.00		
<b>Total Payroll Expenses</b>		<b>\$</b>	<b>-</b>		
Payroll Expenses		\$	-		
Payroll Fees		\$	200.00		
Payroll Taxes		\$	600.00		
<b>Payroll Expenses</b>		<b>\$</b>	<b>800.00</b>		
Wages		\$	7,500.00		
Child Support		\$	-		
Employee Advance		\$	-		
<b>Total Wages</b>		<b>\$</b>	<b>7,500.00</b>		
<b>Total Payroll Expenses</b>		<b>\$</b>	<b>8,300.00</b>		
Travel Expense		\$	-		

