



2024 Application for Lodging Tax Funds

Contact Information

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

Amount of Lodging Tax Requested *	\$ 7,843.00		
Organization/Agency Name *	Camas-Washougal Chamber of Commerce		
Federal Tax ID Number (EIN)	910,163,285		
Event or Activity Name *	Camas Days		
Contact Name and Title *	Jennifer Senescu, Executive Director		
Mailing Address *	Street Address		
	422 NE 4th Avenue		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	United States	
Phone *	entry format example 123-456-7890		
	360-834-2472		
Email *	jennifer@cwchamber.com		

Application Questions

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 *

Camas Days - 2-day community event in downtown Camas featuring 120 vendors, Grand Parade, Kid's Parade, Kid's Street, Food Court, Beer-Wine Garden with live music, and bathtub races.

Projected Attendance/Population Reached

Total # Attendees 14-16K

# Traveling 50+ mi.	2,500
# Traveling from out-of-state	1,500
# Overnight in paid accomm.	Hotels are full
# Overnight in unpaid accomm.	Unknown
# of Lodging Nights	2

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

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).

Itemized Budget (income and expenses) *	Marketing Budget 2024.pdf	170.71KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Marketing Budget 2024.pdf	170.71KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	23-24 Roster.pdf	74.87KB
	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	JPG, PDF, TIF	

Activity Report Info

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 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 *

Jennifer Senescu

Date

auto-captured by form
4/29/2024

2023-2024
Camas-Washougal Chamber of Commerce
Board of Directors Roster

Immediate Past President

Vacant

President

Hung Tran
True Insurance
510 NE 4th Avenue
Camas, WA 98607
(360) 723-5595 htran@trueinsuranceinc.com

First Vice President

Liz Pike
Shangri La Farm
26300 NE 3rd Street
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(360) 281-8720 piktheadvertising@comcast.net

Second Vice President

Erica Slothower
Natalia's Cafe
437 NE 4th Avenue
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(360) 947-4727 ericaslothower@gmail.com

Treasurer

Cherri Peterson
PNW Financial Concierge
3242 NE 3rd Avenue, #373
Camas, WA 98607
cpeterson@pnwfinancialconcierge.com

Secretary

Jennifer Senescu

Camas City Council Liaison

Leslie Lewallen (Tim Hein -Alternate)
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(360) 784-4378 llewallen@cityofcamas.us

Washougal City Council Liaison

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Erniejune65@gmail.com

Director

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Director

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Director

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Director

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Director

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Leak Seal Roofing
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Director

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Columbia Chiropractic
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(503) 490-6158 dramy@mycamaschiro.com

Director

Tamber Belshaw
Belco Virtual Solutions
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Camas, WA 98607
(360) 798-0034 tbelshaw@belcovirtual.solutions

Downtown Camas Association Liaison

Caroline Mercury
5815 NW 165th Way
Ridgefield, WA 98642
(360) 771-2897 csmercury@outlook.com

Washougal Business Association Liaison

David Stuebe
Washougal City Council
1701 C Street
Washougal, WA 98671
(360) 835-7448 david.stuebe@cityofwashougal.us



Lodging Tax Fund Application

The Camas-Washougal Chamber of Commerce (CWCC) is requesting \$7,843 from this fund for promotion of the 47th Annual Camas Days event held on Friday, July 26th and Saturday, July 27th, 2024. The theme this year is “America the Beautiful.”

The CWCC oversees the placement of 120 vendors, art, craft, local non-profits, downtown retail businesses and 12 food vendors, also running Kid’s Street, Beer/Wine Garden with live music, and a Grand Parade.

The request is to offset the following costs:

Columbian Ad (8 runs and an online presence):	\$ 793
Banners	\$2,500
Posters (500+) distributed in East Clark County:	\$ 400
Poster Boards / Yard signs:	\$ 750
Corex Board	\$ 350
Rivertalk (quarter page ads, 1 month):	\$ 850
Camas Life (1/2 page ad, 1 month):	\$1,200
Lacamas Magazine (social marketing, display ad, 1 month):	<u>\$1,000</u>
Total:	\$7,843

Respectfully,

Jennifer Senescu
Executive Director

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jennifer@cwchamber.com