



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 *	\$ 8,800.00		
Organization/Agency Name *	Parks and Recreation		
Federal Tax ID Number (EIN)			
Event or Activity Name *	Hometown Holidays		
Contact Name and Title *	Krista J. Bashaw		
Mailing Address *	Street Address		
	616 NE 4th Ave.		
	Address Line 2		
	City	State / Province / Region	
	Camas	WA	
	Postal / Zip Code	Country	
	98607	United States	
Phone *	entry format example 123-456-7890		
	360-817-7991		
Email *	kbashaw@cityofcamas.us		

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 *

Hometown Holidays is the annual kick-off holiday event. It includes the holiday tree; "snow"; photos with Santa; entertainment by our local school choirs, bands and dance groups; crafts for the kids; a variety of food offerings from street food vendors and downtown restaurants; and shopping in the downtown shops. The event coincides with the Downtown Camas Assoc. "First Friday."

Projected Attendance/Population Reached

Total # Attendees	3000
# Traveling 50+ mi.	1 to 3 percent
# Traveling from out-of-state	unknown
# Overnight in paid accomm.	23 in Camas only
# Overnight in unpaid accomm.	unknown
# of Lodging Nights	3 - Friday through Sunday

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) *	Lodging Tax Application HH 20...	498.26KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Lodging Tax 2024 - how are fu...	393.05KB
	JPG, PDF, TIF	
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	23-1102 Hometown Holidays Fl...	3.98MB
	22-1123 Hometown Promo for ...	3.08MB
	HH press release final 2023.pdf	299.27KB
	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*

Krista J. Bashaw

Date

auto-captured by form
5/7/2024

Comments

Approve

Not Approved

Lodging Tax Application – “Hometown Holidays” 2024

Supporting Documentation

- A. Amount requested: **\$8,800.00** (Capital: 20x30 canopy pole tent with full sides)
700.00 (Marketing: Advertising)
\$9,500.00 Total Request

B. Brief Budget

Income:

Matching Funds/Sponsorships \$3,600
In-Kind Contributions \$5,500

Total Cash & In-kind \$9,100

Expenses (Events Department only):

Staffing \$1,500
Office/Operating Supplies \$2,200
Tools & Equipment \$9,340 (**\$8,800** for new 20x30 tent)
Professional Services \$4,600
Advertising \$1,300 (**\$700** for print ads – lodging tax dollars)
Rent/Lease \$5,900
Utilities \$ 180

Total Expenses \$25,020

- C. Capital asset – unbudgeted \$8,800 (\$8,800 from lodging tax dollars)

D. Detailed Advertising Budget

Print Media

Banners (completed) \$0
Print Ads (Columbian; Post Record) \$700 (\$700 from lodging tax dollars)
Merchant packets (in-house) \$0
Print Posters/Fliers (in-house) \$0
Press Releases \$0

Social Media (in-house) \$0

City of Camas and Parks & Rec Facebook and Web sites; Camas School District web page & Facebook;
Downtown Camas Assoc. Facebook

- E. Description of event and how it will assist in building tourism, etc. (2023 Flier attached)

Hometown Holidays is the annual kick-off holiday event coordinated by the City of Camas Parks & Recreation. Activities include the holiday tree lighting; “snow”; photos with Santa; entertainment by our local school choirs, bands, and dance groups; crafts for the kids; a variety of food offerings from street food vendors and downtown restaurants; and shopping in the downtown shops. The event coincides with the Downtown Camas Association’s “First Friday.”

Hometown Holidays is building tourism/promoting events by becoming one of the “must go-to” events. Residents are bringing in their out-of-town families and friends; new attendees are receiving a fun and positive introduction to Downtown Camas while at the same time learning about other City and Downtown events via displayed literature and word-of-mouth; and attendees are reaching out to non-local followers via social media-sharing.

How Lodging Tax Grant Funds are to be Used

Funds will be utilized through the purchase of a new 20x30 pole/canopy tent with sides. The City of Camas does not own a tent of this size – large enough to accommodate the numerous school choirs, bands, community dance groups and large activities that entertain and engage our event attendees during this event. We currently borrow 20x30 tents from Washougal and rent from a vendor. With the request by merchants and DCA to have entertainment/activities on each block during this event, we hope to accommodate that request by adding a tent to the current Camas-Washougal inventory, through the purchase of a new tent using Lodging Tax funds.

Funds would also be used towards marketing the Hometown Holidays event, as in the past, by advertising in print media.



Camas Tree Lighting

Tree Lighting Returns! 5:00pm in front of Liberty Theatre
(Tree lighting coordinated and sponsored by DCA and CW Chamber of Commerce)

5-8 p.m.

In charming Downtown Camas,
decorated for the holidays!

**Santa (bring your camera!)
Holiday Activities
Entertainment
Food and Refreshments**

**Photos with Santa | Kids' Crafts | Food & Refreshments
Entertainment | Movie at Liberty Theatre**

Downtown Camas will be closed to parking & vehicular traffic at 10am.
Parking Shuttle (regular & disabled) runs 4:00pm to 8:30pm.
For the comfort and safety of your pets, please leave them at home.

For parking and event details, visit www.cityofcamas.us/parksrec
Coordinated by Camas Parks & Recreation (360) 834-5307





Join Liberty Theatre for a special showing of a holiday favorite:

Elf (PG)

8:00PM*

Regular Admission

5:00-8:00pm

Photos with Santa

Kids' Crafts

Entertainment

Food and Refreshments

Movie at Liberty Theatre

Downtown Camas is closed to parking & traffic at 10am. Parking shuttle runs 4:45 to 8:45pm. Please leave your pets at home.

For parking and event details, visit www.cityofcamas.us/parksrec
Coordinated by Camas Parks & Recreation

*Last shuttle departs at 8:45PM.





NEWS

November 13, 2023

Media Contacts:

Bryan Rachal, Director of Communications, 360-817-7035

Krista Bashaw, Recreation Coordinator – Special Events, 360-817-7991

kbashaw@cityofcamas.us

<https://www.cityofcamas.us/parks>

The Tree Lighting Returns for Camas’ Hometown Holidays

CAMAS, Wash – The City of Camas’ Hometown Holidays will return this year to downtown Camas with a full slate of activities, including the popular tree-lighting ceremony, Friday, Dec. 1, from 5 p.m. – 8 p.m.

Residents and visitors will once again enjoy a bustling downtown Camas, filled with school and community choirs, bands and dancers, photos with Santa (bring your camera!), crafts for the kids, street food vendors, and downtown restaurants and shops open for business. The tree-lighting ceremony returns after a three-year hiatus, kicking off the event at 5 p.m., thanks to the coordination and sponsorship by the Downtown Camas Association and the Camas-Washougal Chamber of Commerce. Hometown Holidays is coordinated and hosted by Camas Parks & Recreation and coincides with Downtown Camas Association’s First Friday.

Hometown Holidays and the events are free and open to all, thanks to the financial support of Columbia Credit Union, iQ Credit Union, Windermere Real Estate, Downtown Camas Association, Lutz Hardware and in-kind donors and volunteers. In addition, various restaurants and food vendors will be open to purchase food. Visitors can also use the opportunity to shop for their holiday gifts in Camas’ well-known historic downtown.

“This is one of our community’s favorite and festive events, getting us in the mood for the holidays and bringing our community together to share some of the joy of the season,” said Krista Bashaw, Special Events Coordinator with the City of Camas.

The free parking shuttle, courtesy of the Camas School District, will run its easy-to-park & ride event shuttles from 4 - 8:30 p.m. Four color-coded parking lots within 1-mile of downtown Camas will be incorporated into one continuous shuttle route. The shuttle route will stop at each of the parking lots and will drop off riders on the street between Camas City Hall and the Camas Public Library. The shuttle is free; details can be found at www.cityofcamas.us/parksrec; and click on the “Special Events” tab.

A few suggestions before venturing out this year, please leave dogs at home; this event is not a good fit, as it will feature very large crowds. Visitors can now park their strollers at the Festival Information Tent, located at 4th & Cedar St.; and Journey Church will also be hosting a

quiet room to allow diaper changing and nursing mothers.

For event locations and other event details, visit

<https://www.cityofcamas.us/parksrec/page/hometown-holidays-0>

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