



2026 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 8, 2026)

Amount of Lodging Tax Requested *	\$ 7,500.00	
Organization/Agency Name *	City of Camas Parks and Recreation Department	
Federal Tax ID Number (EIN)		
Event or Activity Name *	Camas Springfest, Camtown Arts and Music Festival, Hometown Holidays	
Contact Name and Title *	Jacque Hill	
Phone *	entry format example 123-456-7890 360-954-4684	
Mailing Address *	Street Address 616 NE 4th Ave Address Line 2 City Camas Postal / Zip Code 98607	State / Province / Region WA Country United States
Email *	jhill@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 *

The City of Camas Parks & Recreation Department produces three signature annual events—Camas SpringFest, Camtown Arts & Music Festival, and Hometown Holidays—to attract visitors from outside the immediate region and support local lodging, dining, and retail businesses.

Camas SpringFest and Camtown Arts & Music Festival, held at Crown Park within walking distance of downtown, have been newly reimagined to expand their regional draw through enhanced programming, marketing, and entertainment. Their proximity to downtown encourages visitors to move between the event and local businesses, increasing overall economic impact. SpringFest launches the event season in the spring, while Camtown draws visitors at the start of summer with a strong focus on arts, music, and cultural experiences.

Hometown Holidays, held in downtown Camas, is a well-established event that consistently attracts regional visitors and serves as a key driver of winter tourism. Its strong reputation and seasonal appeal make it an anchor event for drawing out-of-area attendance.

Together, these events are strategically timed throughout the year to create multiple opportunities to bring visitors into Camas. Targeted outreach beyond Southwest Washington, combined with high-quality, all-ages programming, is designed to increase regional attendance and encourage overnight stays.

Projected Attendance/Population Reached

Total # Attendees	2400-5000
# Traveling 50+ mi.	10
# Traveling from out-of-state	150
# Overnight in paid accomm.	15
# Overnight in unpaid accomm.	10
# of Lodging Nights	1

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:

Place.ai data

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) *	Tax and Lodging Grant Budget (1).pdf JPG, PDF, TIF	197.82KB
Description (explaining how you intend to use funds) *	Tax and Lodging Use of Funds Statement.pdf JPG, PDF, TIF	38.07KB
Non-Profit Corporate WA Registration	JPG, PDF, TIF	
Organizations Board Members List	JPG, PDF, TIF	
Brochures or Other Information Showing Tourism Promotion Efforts	2025 Hometown Marketing Materials.pdf 2026 Camas SpringFest.pdf Camtown Main Flyer.pdf JPG, PDF, TIF	1.13MB 903.64KB 13.2MB

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 2026. 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 Friday, January 8, 2027, 5:00 p.m.

Certification *

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

Signature *



Date

auto-captured by form
5/5/2026

**Annual events with anticipated crowd
greater than 1000**

		Income		Expenses
Camas Springfest	Sponsors	\$ 1,350.00	Hired Vendors	\$ (4,506.21)
	Vendors	\$ 400.00	Marketing	\$ (356.03)
			Supplies	\$ (2,707.52)
	Event Totals	\$ 1,750.00		\$ (7,569.76)
Camtown Arts & Music Festival	Sponsors	\$ 1,500.00	Hired Vendors/Talent	\$ (6,400.00)
	Vendors	\$ 925.00	Marketing	\$ (700.00)
			Supplies	\$ (500.00)
	Event Totals	\$ 2,425.00		\$ (7,600.00)
Hometown Holidays	Sponsors	\$ 8,250.00	Hired Vendors	\$ (13,475.00)
	Vendors	\$ 800.00	Marketing	\$ (2,500.00)
			Supplies	\$ (6,400.00)
	Event Totals	\$ 9,050.00		\$ (22,375.00)
	Grand Totals	\$ 13,225.00		\$ (37,544.76)

Use of Funds Statement

Funds awarded through the Tax and Lodging Grant will be used to directly support the planning, production, and promotion of three key City events: Camas SpringFest (March/April), Camtown Arts & Music Festival (June), and Hometown Holidays (December), with a focus on increasing regional visitation and overnight stays.

Grant funds will be allocated toward targeted marketing and advertising efforts designed to reach out-of-area audiences, including digital campaigns, social media promotion, print materials, and regional event listings. Additional funds will support event infrastructure and programming enhancements that elevate the visitor experience, including the addition of five pop-up tents for activities, information, and games, as well as staging, site amenities, and expanded entertainment offerings. This includes the ability to attract higher-profile performers and provide high-quality, engaging programming that strengthens the overall appeal of each event.

These investments are intended to expand event reach, attract visitors from outside the immediate Southwest Washington area, and encourage overnight stays within local lodging establishments. By enhancing both visibility and quality, these events aim to serve as a driver of tourism and contribute to the local economy through increased lodging, dining, and retail activity.



2025




Hometown Holidays

Friday, Dec. 5 | 5 - 8 p.m. | Downtown Camas

Annual tree lighting, photos with Santa, LIVE reindeer
local entertainment, shopping, food, & family fun!

Shuttle Buses run in partnership with CSD
4:30 - 8:30 p.m. from Dorothy Fox School,
Church of the Nazarene,
Doc Harris Stadium and Hayes Freedom.

New this year:

-  Visit Santa's Reindeer!
-  Play Games on Candy Cane Lane
-  Complete the Holiday Passport to win a fun prize!!



FISHER INVESTMENTS®



COLUMBIA
CREDIT UNION



Lacamas
FINANCIAL GROUP

Lutz Hardware
Liberty Theater
Camas School District



2025

Hometown Holidays

Friday, Dec. 5 | 5 - 8 p.m. | Downtown Camas

SLEIGH THE PARKING GAME!



Skip the parking stress! Turn your "Where do I park?!" panic into a relaxing 15-minute ride straight to Downtown Camas.

Free shuttles provided by the City of Camas & Camas School District

Shuttles run every 15 mins from convenient parking lots right to the heart of the festivities. Sit back, enjoy the ride, and get ready for Santa, lights, games, reindeer, and holiday fun!



2025

Hometown Holidays

Friday, Dec. 5 | 5 - 8 p.m. | Downtown Camas

You're Invited:

To Meet Santa and Mrs. Claus During our Sensory Friendly Santa Experience

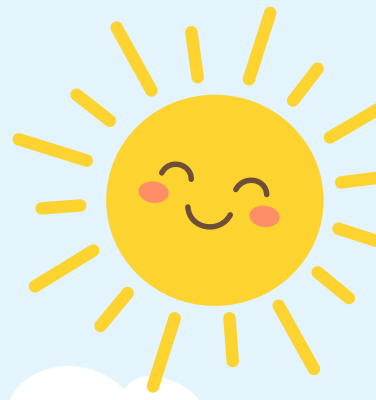
A quiet, comfortable visit with Santa and Mrs. Claus. Families can enjoy warm cider, take photos, and spend up to 45 minutes in our cozy tent. Invite-only to ensure a gentle, low-sensory experience.

Friday December 5 | 3:30 - 4:15 pm



**Parking is available in the
Straubes Funeral Home
Parking lot for families
enjoying this experience**





CAMAS SpringFest & Egg Scramble

RETURNING TO CROWN PARK

SATURDAY MARCH 28, 2026

**A FREE family-friendly springtime celebration
for all ages and abilities.**



Camas
PARKS & RECREATION

Camas SpringFest

HAT & BONNET CONTEST

WITH CASCADE PARK KIWANIS



MARCH 28TH, 2026 | 1 PM | CROWN PARK



Camas Parks & Recreation Presents
CAMAS SPRINGFEST

A FREE family-friendly springtime celebration for all ages and abilities.

Saturday March 28, 2026

11 AM - 4 PM

**Crown Park
Camas, WA**



Photos with the Easter Bunny
Spring Crafts
Food Trucks
Games
Hat and Bonnett Contest
All Ages All Abilities Egg Scramble

**More than
10,000 Eggs
waiting to be
found!**



CITY OF CAMAS PRESENTS
CAMTOWN
ARTS & MUSIC
FESTIVAL



SATURDAY JUNE 6, 2026 | CROWN PARK

**ART / CRAFTS / LIVE MUSIC / SPOKEN WORD / CERAMICS /
FOOD TRUCKS / WORKSHOPS / DEMOS**