



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 *	\$ 10,000.00	
Organization/Agency Name *	Why Community	
Federal Tax ID Number (EIN)	██████████	
Event or Activity Name *	██████████	
Contact Name and Title *	Karissa Schoene - Executive Director	
Phone *	entry format example 123-456-7890 360-314-4682	
Mailing Address *	Street Address P.O Box 516 Address Line 2 City La Center Postal / Zip Code 98629	State / Province / Region WA Country United States
Email *	karissa@whyracingevents.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 *

Family friendly 5K on road or 10K trail run to appeal to all types of runners. Holiday themed and timed to drive athletes to shop and dine locally post-race.

Projected Attendance/Population Reached

Total # Attendees	1000
# Traveling 50+ mi.	100-150
# Traveling from out-of-state	220
# Overnight in paid accomm.	90-135
# Overnight in unpaid accomm.	910-865
# of Lodging Nights	90-135

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) *	Santa's Holiday Hustle Budget -2026.pdf JPG, PDF, TIF	83.9KB
Description (explaining how you intend to use funds) *	Usage of funds - Santa Holiday Hustle 26.jpg JPG, PDF, TIF	230.61KB
Non-Profit Corporate WA Registration	FinalLetter_82-0601374.pdf JPG, PDF, TIF	551.74KB
Organizations Board Members List	Board of Directors PDF 2026.pdf JPG, PDF, TIF	220.09KB
Brochures or Other Information Showing Tourism Promotion Efforts	2026 RACK CARD-march edition.pdf 2025 Santa Holiday Hustle poster.pdf JPG, PDF, TIF	12.52MB 2.33MB

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

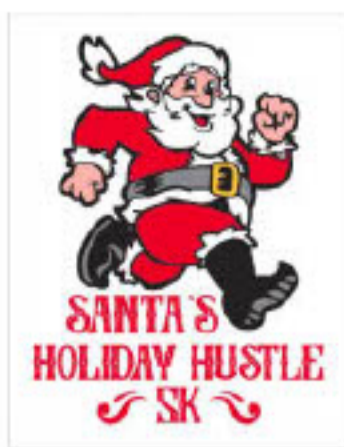
auto-captured by form
5/4/2026

Budget 2026 Santa's Holiday Hustle

WHY RACING EVENTS INC

	Holiday
Income	
Sales - 1000 participants	45,000.00
Sales of Product Income	
Sponsorship- Lodging Grant	10,000.00
Gross Profit	55,000.00
Expenses	
Advertising and Promotion	3,000.00
Automobile Expense	200.00
Automobile Insurance	870.00
Total for Automobile Expense	1,070.00
Bank Service Charges	30.00
Computer and Internet Expenses	500.00
Cost of Goods	
B bs	400.00
Equipment Rental	
Event Space	550.00
Porta Potties	2,200.00
Traffic Control Equipment	850.00
Total for Equipment Rental	3,600.00
Food And Beverage	1,500.00
Insurance Expense	1,800.00
Medals	6,700.00
Permits	1,000.00
Supplies	200.00
T-Shirts	9,000.00
Temp Help	500.00
Total for Cost of Goods	24,700.00
HEALTH INSURANCE	2,700.00
DENTAL INSURANCE	500.00
Total for HEALTH INSURANCE	3,200.00
Meals and Entertainment	200.00
Postage	30.00
Professional Fees	
Announcer	500.00
DJ	500.00
Flagging	850.00
Photography	900.00
Timing	4,000.00
Total for Professional Fees	6,750.00

Rent Expense	2,000.00
StateTaxes	850.00
Taxes	500.00
Telephone Expense	850.00
Total Payroll Expenses	
Payroll Expenses	
Payroll Fees	600.00
Payroll Taxes	6,500.00
Total for Payroll Expenses	7,100.00
Wages	25,000.00
Employee Advance	
Total for Wages	25,000.00
Total for Total Payroll Expenses	32,100.00
Travel Expense	
Total for Travel Expense	0.00
Total for Expenses	75,780.00
Net Operating Income	
Other Income	
OTHER INCOME	
Total for Other Income	0.00
Other Expenses	
Net Other Income	0.00
Net Income	-20,780.00



Funds usage for Santa's Holiday Hustle/Dirty Santa 10K:

Our goal is to bring family friendly events into communities that offer people the chance to be active, make memories and appeal to all skill levels. Working alongside Why Racing Events, 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/Dirty Santa Trail Run 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 2026 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 pre-Christmas 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 used funds to provide complimentary free race entries to kids **17** and under last year which was an added bonus for many families as the usual funding has only extended to children 12 and under in the past. We advertise the following ways and attract participants from all over the Pacific Northwest:

- Posters and rack cards throughout Oregon and Washington
- Emailing to Why Racing Events 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/IG campaign
- Aligning with 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.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 18 2018

WHY COMMUNITY
1011 BROADWAY ST
VANCOUVER, WA 98660-0000

Employer Identification Number:

DLN:

26053755001897

Contact Person:

CUSTOMER SERVICE

ID# 31954

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

December 31

Public Charity Status:

170(b)(1)(A)(vi)

Form 990/990-EZ/990-N Required:

Yes

Effective Date of Exemption:

February 14, 2017

Contribution Deductibility:

Yes

Addendum Applies:

No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947



Board of Directors

At Road + Trail, we believe everyone deserves the chance to chase their goals – no matter their circumstances. Many have a powerful reason to show up at the starting line, but not always the resources to get there. That’s where we step in. We’re here to create opportunities, remove barriers, and open the door to life-changing experiences through movement, community, and connection.



Frank Goulard

- BS Statistics, BPE Education, MS Education
- Math Faculty – Portland Community College since 1981
- Oregon Higher Education Coordinating Commission (HECC) commissioner since 2013
- Race Director Multi-Sports Events and Triathlon Club President 1983-1994
- Age group Triathlete and runner since 1967

Dan Donovan

Board Member

- Director – Federal Highway
- Wisconsin Native
- Civil Engineering – University of Wisconsin
- Iowa State University
- Lifelong Runner

Jim West

Board Member

- Licensed Commercial Real Estate Broker at Jim West Commercial Real Estate
 - Studied Economics at Willamette University
 - Rotary Club Board Member
 - Stroke Survivor
 - Lifelong runner, hiker and triathlete
-

WhyRacingEvents.com

EXCEPTIONAL RACE EXPERIENCES BY WHY RACING EVENTS INCLUDE:

- Technical finishers' shirts & Big BLING medals
 - Chip Timing & USAT/USATF sanctioned courses
 - Scenic, well-supported courses
 - Great SWAG and offers from our sponsors
 - Kids 12 & Under: FREE 5K • Kids 13-17: 50% OFF!
 - Health & Fitness Expo & Music
 - Post-race Meal & Beer
 - Give back to the community you race with local fundraising opportunities
 - Advertise your Brand to over 18,000 athletes and 50,000 spectators
 - Volunteer opportunities for local communities
- Plus, you can feel good racing at WHY because each of our events support local schools, clubs, teams and non-profits!

2026 MULTISPORT AND RACING AWARD SERIES

RACE | EARN POINTS | REPEAT

Earn points at each race for Series Awards!



[REGISTER AT WHYRACINGEVENTS.COM](https://www.whyracingevents.com)

TRIATHLON | DUATHLON | AQUABIKE | MARATHON | HALF | 10K | 5K | TRAIL | KIDS

Thank you to our partners!



2026 SCHEDULE

TRIATHLON | DUATHLON | AQUABIKE | MARATHON | HALF | 10K | 5K | TRAIL | KIDS



JANUARY 3, 2026
 LA CENTER, WA



AUGUST 7-8, 2026
 VANCOUVER, WA



MARCH 22, 2026
 VANCOUVER, WA



AUGUST 9, 2026
 VANCOUVER, WA



APRIL 26, 2026
 VANCOUVER, WA



AUGUST 29-30, 2026
 VANCOUVER, WA



MAY 17, 2026
 WASHOUGAL, WA



SEPTEMBER 26-27, 2026
 LONG BEACH, WA

MAY 31, 2026
 FAIRVIEW, OR



OCTOBER 18, 2026
 VANCOUVER, WA,



JUNE 20-21, 2026
 HENRY HAGG LAKE,
 GASTON, OR



JULY 4, 2026
 YACOLT, WA

DECEMBER 12, 2026
 CAMAS, WA



WHY RACING EVENTS PRESENTS



SANTA'S HOLIDAY HUSTLE

5K & DIRTY SANTA TRAIL RUN 10K

Grab your Santa or Elf suit and choose your race - fun for the whole family!







625 NE 4th Ave
Camas, Washington
98607



DEC 13, 2025

Sun 9 AM

BENEFITING
XCHANGE
Recovery

-  Meet Santa and make ornaments
-  Santa suits & medals
-  Post race music, cookies and cocoa
-  Kids 17 & under race free!



Thanks to
Our Partners

