



2025 Application for Lodging Tax Funds

Contact Information

(Application deadline is 5:00 p.m. on Friday, May 9, 2025)

Amount of Lodging Tax Requested *	\$ 1,750.00
Organization/Agency Name *	City of Camas Parks & Recreation
Federal Tax ID Number (EIN)	
Event or Activity Name *	Hometown Holidays
Contact Name and Title *	c/o Chris Witkowski, Director Parks & Rec
Mailing Address *	Street Address 616 NE 4th Ave. Address Line 2 City Camas State / Province / Region WA Postal / Zip Code 98607 Country United States
Phone *	entry format example 123-456-7890 360-834-5307
Email *	cwitkowski@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 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."

Projected Attendance/Population Reached

Total # Attendees	3000
# Traveling 50+ mi.	unknown
# Traveling from out-of-state	unknown
# Overnight in paid accomm.	3
# Overnight in unpaid accomm.	unknown
# of Lodging Nights	35

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:

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.

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) *	25-0509 Lodging Tax Grant for Hometown 2025.pdf	564.99KB
	JPG, PDF, TIF	
Description (explaining how you intend to use funds) *	Lodging Tax 2025 - how are funds to be used.pdf	381.53KB
	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	24-0909 Hometown Holiday Flier 2024 Final.pdf	4MB
	24-1120 Hometown Promo for Liberty Theatre 2024.pdf	3.16MB
	Press Release from 2024.pdf	299.36KB
	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 2025. 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 9, 2026, 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
5/9/2025

Lodging Tax Application – “Hometown Holidays” 2025

Supporting Documentation

A. Amount requested: **\$1,750.00** (Marketing: Advertising)

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 \$2,240

Office/Operating Supplies \$3,047

Tools & Equipment \$ 370

Professional Services \$5,269

Advertising \$1,750 (**\$1,750** for print ads, banners – lodging tax dollars)

Rent/Lease \$5,220

Utilities \$ 175

Total Expenses \$18,071

C. Capital asset – unbudgeted \$ Not requested

D. Detailed Advertising Budget

Print Media

Banners (new production) \$ 650 (\$ 650 from lodging tax dollars)

Print/on-line Ads (Columbian; Post Rec) \$1,100 (\$1,100 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; Downtown Camas Assoc. Facebook; Liberty Theatre pre-movie slide

E. Description of event and how it will assist in building tourism, etc. (2024 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 -2025

Funds will be utilized to promote the Hometown Holidays event through contracted print and social media ads, and by purchasing new/additional banners.



Camas Tree Lighting



Tree Lighting at 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 4:30pm 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:

National Lampoon's Christmas Vacation (PG13)

8:00PM*

Regular Admission

5:00-8:00pm

Tree Lighting at 5pm!

Photos with Santa

Kids' Crafts

Entertainment

Food and Refreshments

Downtown Camas is closed to parking & traffic at 10am. Parking shuttle runs 4:30 to 8:30pm. 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 8:30PM.





NEWS

November 5, 2024

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>

Camas' Hometown Holidays and Tree Lighting Scheduled for Dec. 6

CAMAS, Wash – The City of Camas' Hometown Holidays, which draws thousands to downtown Camas, will take place Friday, Dec. 6, from 5 p.m. – 8 p.m. This festive event will include a full slate of activities, including the popular tree lighting ceremony.

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 will kick 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, Windermere Camas, iQ Credit Union, 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.

The free parking shuttle, courtesy of the Camas School District, will run its easy-to-park & ride event shuttles from 4:30 - 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 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-2024>