

Cammas
ANCIAL GROUP

PARKS AND REC SPECIAL EVENTS

2025 HOMETOWN RECAP AND 2026 PREVIEW

PRESENTED BY JACQUIE HILL
SPECIAL EVENTS COORDINATOR





HOMETOWN HOLIDAYS

Welcome to the team now go plan our biggest event of the year!

A LITTLE LESS THAN 3 MONTHS

I started in September and had a little less than 3 months to plan the event. But the team was super supportive and let me really dig in and focus.

THIS WAS A FIRST

This was the first Hometown Holiday for Chris and the first one I planned, but it was also the first intro of Candy Cane lane and the biggest first...

REINDEER IN CAMAS

They were cute, smaller than some expected, but overall a big hit!



DID YOU KNOW?

Male Reindeer lose their antlers in the early fall and Females don't lose theirs until late winter. That means Santa's sleigh was likely pulled by an all female team.

METRICS

We had the largest crowd since before the pandemic with approx. 4,500 in attendance, with 3,200 that were there for the tree lighting. 800+ visitors to Santa's Tent including our first ever Sensory Santa Timeframe.



OTHER HIGHLIGHTS

Our regional reach grew this year as well with an estimated 43% traveling from outside of Camas. 876 Riders utilized the shuttle busses, all of our hot food vendors reported selling out, downtown merchants, restaurants, and nonprofit partners shared overwhelmingly positive feedback, increased foot traffic and strong community turnout.



CANDY CANE LANE



Average time that folks stayed in the downtown district improved by nearly 15 mins. With an average stay time of 75 mins. We believe this increase was in part due to

01

CANDY CANE LANE

Games and Activities to keep the community engaged and having fun.

02

THE REINDEER

Of course. Again this was a big draw.

03

THE WEATHER COOPERATING

I don't know how. But we really lucked out and the weather turned out incredible for this event.

QUESTIONS?

WHAT DO 2026 EVENTS LOOK LIKE?

01

WE HAVE NINE EVENTS PLANNED FOR THIS YEAR

Our events this year are a mix between re-imagined events, the return of classics and brand new events too!

02

AMERICA 250 CELEBRATIONS AND HOW OUR EVENTS FIT IN

The main event will be Thursday 7/2 our Crown Park Grand Re-opening celebration and the kick off to our concert series

03

NEW EVENTS INCLUDE:

A Zombie Dash Fun Run, A possible Amazing Race in partnership with the Library and a carnival during the DCA Boo Bash.



- 1/24 **Volunteer Fair**
Hosted by The Downtown Camas Association
- 3/28 **Camas SpringFest**
- 4/17 **Spring Bingo**
Camas Parks Foundation Event
- 6/6 **CamTown Art & Music Festival**
- 7/2 **Crown Park Grand ReOpening**
Kick off to Concert in the Park Series
- 7/16 **Concert in the Park**
- 7/23 **Concert in the Park**
- 8/7 **Movie in the Park**
A League of Their Own 1992 PG

- 8/14 **Movie in the Park**
Hamilton 2020 PG-13
- 8/21 **Movie in the Park**
Free Willy 1993 PG
- 8/28 **Movie in the Park**
Coco (Animated) 2017 PG
- 9/13 **Leadbetter Walk & Roll**
- 10/17 **Zombie Dash - Fun Run**
- 10/28 **Boo Bash Carnival**
- 11/20 **Turkey Bingo**
Camas Parks Foundation Event
- 12/04 **Hometown Holidays**

Camas PARKS & RECREATION

LEARN MORE AT CITYOFCAMAS.US/PARKSREC

Schedule Subject to change. Please verify details online.

SPONSORSHIPS FOR THE WIN

We will be actively pursuing sponsorships for each of our events this year. I have created a sponsorship book with the available opportunities for each event. Our goal is not only to generate more community partnership opportunities but also to help cover the costs of the events that we are offering. This book will be sent out to previous sponsors, new potential sponsors and live on a page on the Parks and Recreation section of the city website.



2026
Special Events
**Sponsorship
Opportunities**



CAMAS SPRINGFEST (AND EGG SCRAMBLE)

FIRST EVENT OF 2026

This beloved event is our first event of 2026 and we are reimagining the set up to increase community engagement and celebrate the spring season. Yes the egg scramble will still be happening.

FIRST EVENT BACK AT CROWN PARK

Crown Park is looking good and this will be our first event back at the newly revamped space. We are very excited to be back at the park for the first time since 2024.

CHANGES IN THE EVENT

We will have photos with the easter bunny inside Scout Hall, the return of the hat and bonnet contest, spring based crafts with local farmers, a hay ride, food trucks and games throughout the park. It is a mix of good ol' standards and new offerings too!

This event is scheduled for Saturday March 28, 2026.

Yes it is on a new day and time. No longer on Easter Sunday but will be an incredibly fun and engaging event!

CAMTOWN ART & MUSIC FESTIVAL

Our Second Event of the year is again a reimagined classic event! We are transitioning the Camtown Youth Festival to the Camtown Art and Music festival!



A CELEBRATION OF ALL THINGS ART

We will have art vendors, demonstrations, workshops, up to 30 kid makers selling their wares, and a juried art show.



PARNTERSHIPS

We are working with Gallery 408, Camas Artists Guild, KidsMarkets.org, and local music producers to bring this all together



REVENUE

This will be a mix of free and fee based offerings for the community and a revenue generating event. We will collect vendor fees from food vendors and art vendors (not including the Kids Market Vendors)



WHY ARE WE TRANSITIONING IT?

This is the second largest event that Parks and Rec organizes. While we definitely want to celebrate the youth, ultimately we want to pull in the art community and create a viable revenue stream.

CONCERTS, MOVIES AND OTHER 2026 EVENTS

Concerts and Movies during the summer. Walks, runs and a carnival in the fall. We have something for everyone!



SUMMER CONCERT SERIES

Summer Concerts are retuning! We have 3 scheduled for this summer. The first one will be at Crown Park. There is some discussion about moving them around. At least one will be at Dorothy Fox.



SUMMER MOVIE SERIES

Our movies this year were chosen to tell the American Story (a part of our 250 celebration)



GET MOVING

Our Recreation events include the return of the Leadbetter Walk and Roll, a brand new fun run (Zombie Dash) and a possible partnership with the library (Camas Amazing Race!)



2026 HOMETOWN HOLIDAYS

And then we are back at Hometown Holidays. One full year of community fun. How will we top 2025?

THANK YOU! LET'S HAVE SOME FUN

We are in the business of fun and I am super excited to be a part of this community and this team. I am looking forward to all that 2026 has in store.



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