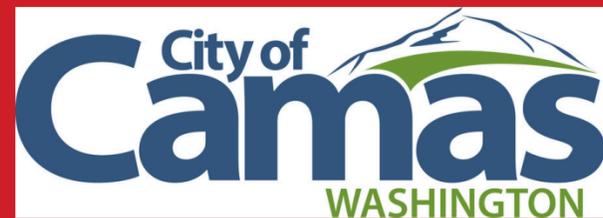




Santa blindly trusted the new kids on the (candy cane-lined) block

Monday March 2 - Council Workshop

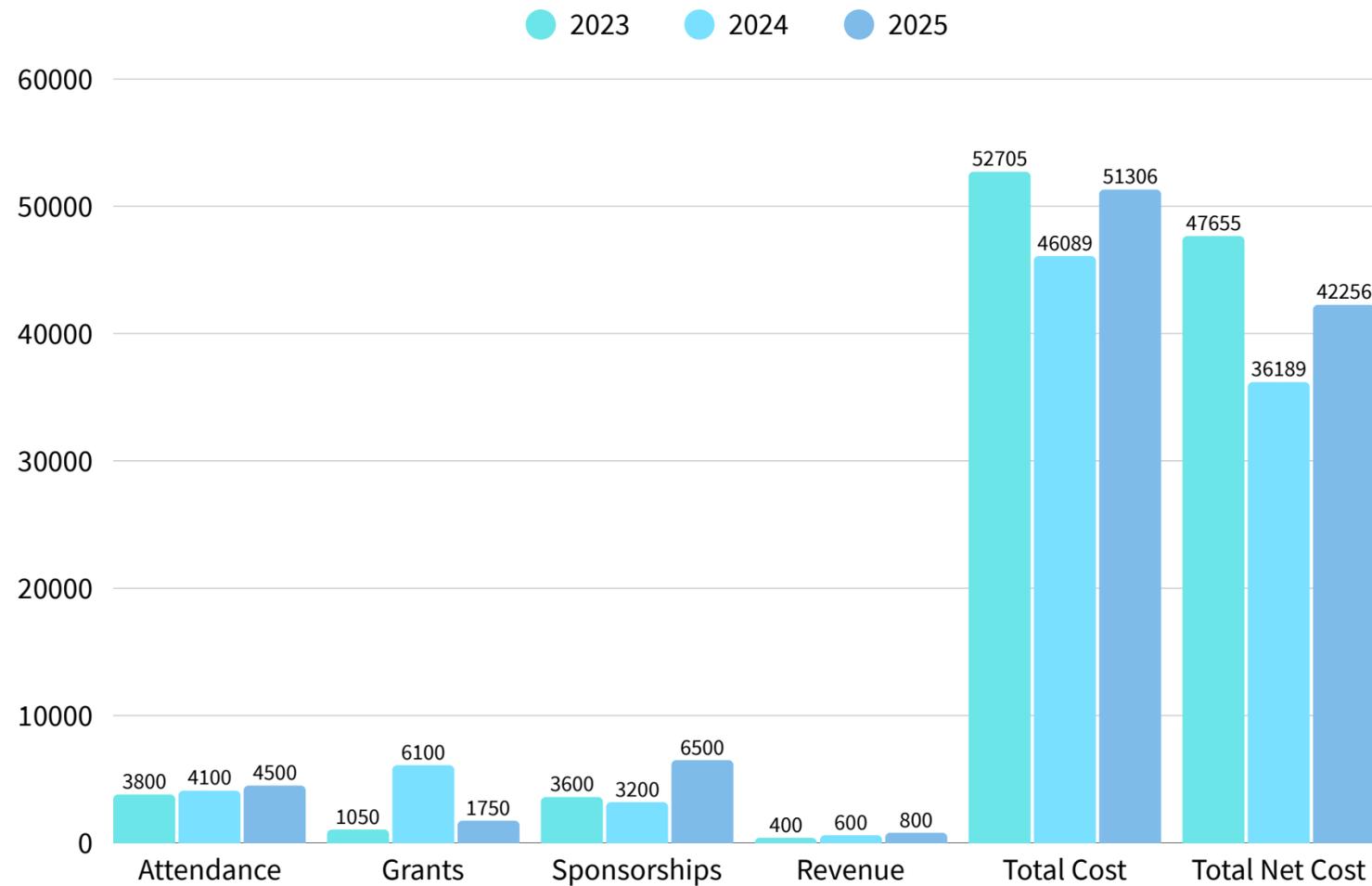




Hometown Holidays at a Glance

- Aligns with Strategic Priority of Vibrant Community Amenities
- 4,500 people in attendance overall. 3,200 attended the tree lighting
 - This was the highest post pandemic attendance to date.
- Estimated 43% traveled from outside of Camas city limits
- New features and attractions drew a larger crowd. These included:
 - Live Reindeer from Rainer Reindeer Farm
 - Games on Candy Cane Lane
 - Our first ever Sensory Friendly Santa Experience
- 800 + visitors to Santa's Tent
- 876 Riders utilized the shuttle bus
- Average stay time of participants increased from 60 mins to 75 mins

HOMETOWN HOLIDAYS BY THE NUMBERS



- 2025 expenses higher due to one time capital costs:
 - Tree upgrades including lights, decorations, and fencing.
 - Upgraded lighting for tents and photo upgrades for Santa.
 - Investments for Candy Cane Lane games and entertainment.
- Total cost includes staff time
- 2025 sponsorship revenue more than doubled from 2024.
- Revenue from vendor fees also increased in 2025.
- Net cost per attendee:
 - 2025: \$9.39
 - 2024: \$8.82
 - 2023: \$12.54

WHAT DO 2026 EVENTS LOOK LIKE?



- 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**
F. 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**



LEARN MORE AT
CITYOFCAMAS.US/PARKSREC

Schedule Subject to change. Please verify details online.



Camas
PARKS & RECREATION

CAMAS SpringFest & Egg Scramble

RETURNING TO CROWN PARK
SATURDAY MARCH 28, 2026

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

Full details and schedule online
March 1!

CAMAS PARKS AND RECREATION | WWW.CITYOFCAMAS.US/PARKSREC | 360-834-5307



2026
Special Events
Sponsorship Opportunities

