

Lodging Tax Advisory Committee Meeting Agenda

Date: June 10, 2026

Time: 12 p.m.

Location

City Hall, Aspen Room, Floor 1
415 West 6th Street
Vancouver, WA 98660

Virtual Viewing

To request the virtual meeting link, please call 360-487-7843 or email callie.taylor@cityofvancouver.us by 5 p.m. the day before the meeting.

1. **Call to Order and Roll Call** – Sarah Fox, Chair
 - a. **Roll Call**
 - b. **Excusal of Absence, if needed**
2. **Approval of 05/13/26 Minutes** – Sarah Fox, Chair
3. **Community Communication** – Sarah Fox, Chair

To provide public testimony, please see the Community Communication instructions below.
4. **New Member Introductions**
5. **Budget Process and Fiscal Data** – Andrew Westlund, Management Analyst
6. **Program Guidelines Approval**- Andrew Westlund, Management Analyst
7. **Grant Application Questions and Scoring Criteria** - Andrew Westlund, Management Analyst
8. **Applicant Presentation and Recommendation Scheduling** – Andrew Westlund, Management Analyst
9. **Other Business** – Sarah Fox, Chair
10. **Adjournment**

Lodging Tax Advisory Committee

Members

Sarah Fox
Committee Chair

Janet Kenefsky
Temple Lentz
Christie Rust
Mike Bomar
Keri Robinson
Kyle Byrd

Community Communications Instructions

In accordance with the Open Public Meetings Act (OPMA), the LTAC meeting will be open to in-person attendance. Options for viewing and/or participating in the meeting remotely will also be accommodated. For live virtual viewing, please call 360-487-7843 or email callie.taylor@cityofvancouver.us by 5 p.m. the day before the meeting.

The public is invited to speak regarding any matter on the agenda. Members of the public testifying are asked to limit testimony to three minutes. There are three ways to provide comments:

1. Writing: Public comments can be submitted in writing (name, address, contact information and comments) via email to callie.taylor@cityofvancouver.us by 5 p.m. the day before the meeting.
2. Remotely: Pre-register by phone at 360-487-7843 or email callie.taylor@cityofvancouver.us by 5 p.m. the day before the meeting.
3. In Person: Pre-register by phone at 360-487-7843 or email callie.taylor@cityofvancouver.us by 5 p.m. the day before the meeting or fill out a Public Comment form in person prior to the start of the Community Communications portion of the meeting.

City Hall is served by C-TRAN. Route information and schedules are available online at www.c-tran.com. You also may reach C-TRAN at (360) 695-0123 for more information on times, fares, and routes.

Anyone needing language interpretation services or accommodations with a disability at a Vancouver City Council meeting may contact the City Manager's staff at (360) 487-8600 (RELAY: 711). Assistive listening devices and live Closed Captioning are available for the deaf, hard of hearing and general public use. Please notify a staff person if you wish to use one of the devices. Every attempt at reasonable accommodation will be made. To request this agenda in another format, please also contact the phone numbers listed above.

Date: May 13, 2026

Time: 12 – 1:30 p.m.

Location

City Hall – Birch Room, Fl 2

415 W 6th Street

Vancouver, WA

Regular Meeting (Convened in-person and via video conference)

The meeting agenda materials referenced in these minutes can be found [online](#). Link to Microsoft Teams meeting video: [Lodging Tax Advisory Committee Meeting: May 13, 2026](#)

Item 1: Call to Order and Roll Call

The meeting of the Lodging Tax Advisory Committee was called to order at 12:05 p.m. by Sarah Fox, Committee Chair.

Board Members Present: Christie Rust (virtual), Janet Kenefsky (virtual), Mike Bomar, Keri Robinson, Kyle Byrd, Sarah Fox

Motion by Bomar, seconded by Byrd, and carried unanimously to excuse the absence of Temple Lentz.

Staff Present: Chris Harder, Andrew Westlund, Curtis Burns, Callie Taylor

Presenters: Cliff Meyers

Item 1: Call to Order and Roll Call

The meeting of the Lodging Tax Advisory Committee was called to order at 12:05 pm by Sarah Fox, Committee Chair.

Item 2: Approval of Minutes

Motion by Bomar, seconded by Robinson, and carried unanimously to approve the April 8, 2026 minutes.

Item 3: Community Communications

No public comments or communications were received.

Item 4: Visit Vancouver WA Destination Master Plain Update

Cliff Myers, President and CEO of Visit Vancouver Washington, presented the 2026 State of Tourism update. Myers provided an overview of Visit Vancouver's role as the destination marketing organization for Vancouver and Clark County. Myers reviewed tourism

Members

Sarah Fox
Committee Chair

Temple Lentz
Janet Kenefsky
Christie Rust
Kyle Byrd
Keri Robinson
Mike Bomar

Economic Prosperity & Housing

415 W 6th Street
P.O. Box 1995
Vancouver, WA 98668
TTY: 711
cityofvancouver.us

To request accommodation or other formats, please contact:

Economic Prosperity & Housing | 360-487-7843 | Relay 711 | callie.taylor@cityofvancouver.us

performance, marketing initiatives, group sales efforts, and implementation of the Destination Master Plan.

Myers reported that Visit Vancouver's direct booking campaigns generated approximately 38,900 hotel room nights and \$5.5 million in gross hotel revenue during 2025. He also highlighted the success of the organization's group sales efforts, which secured 104 events projected to generate approximately 18,000 hotel room nights and \$13 million in estimated economic impact.

Myers reviewed tourism trends and economic indicators for Clark County, including visitor spending, tax generation, hotel performance, and occupancy trends. While early 2026 performance has remained strong, Myers noted forecasts indicate modest market contraction over the next year due to broader economic conditions and travel industry trends.

The committee discussion included tourism trends, occupancy forecasts, sports tourism opportunities, the impact of airline crew lodging on hotel inventory, future group travel demand, tourism-generating assets, and methods used to measure marketing effectiveness. Myers responded to committee questions and provided additional information regarding Visit Vancouver's ongoing efforts to attract overnight visitors and increase tourism-related economic activity.

Item 5: Grant Recipient Panel

Andrew Westlund facilitated a grant recipient panel discussion with Kaloku Holt, Executive Director of the Ke Kukui Foundation (virtual), Michael Walker, Executive Director of the Vancouver Downtown Association, and Cliff Myers, President and CEO of Visit Vancouver Washington. Panelists were asked to provide feedback regarding the LTAC grant program, tourism development opportunities, and challenges facing event organizers and tourism-related organizations.

Panelists discussed the impact of LTAC funding on their organizations and events. Recipients noted that grant funding has supported event growth, expanded marketing efforts, increased visitor attraction, and provided resources necessary to manage rising operational costs. Panelists also emphasized the importance of LTAC funding in supporting tourism-generating activities and community events.

Discussion included opportunities to enhance support for grant recipients through additional resources such as transportation solutions, parking coordination, venue identification, wayfinding improvements, and marketing assistance. Panelists noted that these types of investments could benefit multiple events and organizations while improving the overall visitor experience.

Panelists also discussed factors that influence event planning and location selection, including venue availability, accessibility, parking, proximity to lodging, and opportunities to generate economic activity for local businesses. Discussion occurred regarding strategies to encourage tourism and events outside of downtown Vancouver and during non-peak seasons, including partnerships with neighborhood organizations, destination development efforts, and investments in infrastructure and event-ready spaces.

When asked about future tourism opportunities, panelists identified several areas for potential investment, including enhanced wayfinding, transportation connections between tourism districts, event and performance venues, sports facilities, waterfront and river-based recreation, and additional visitor attractions. Panelists also discussed the importance of strengthening Vancouver's destination identity and continuing efforts to improve connectivity between key visitor destinations throughout the city.

Panelists generally indicated that the LTAC application and reporting process is accessible and user-friendly. Feedback included support for the committee's use of grant categories and recommendations to continue refining application criteria to align with evolving program goals and priorities. Committee members asked follow-up questions regarding parking, sports tourism, venue development, tourism infrastructure, and future tourism-generating opportunities. Panelists responded and shared additional perspectives based on their organizational experiences.

Item 6: Next Steps

Westlund provided an overview of topics anticipated for the June meeting, including budget forecasting, funding priorities, application marketing strategies, and discussion of potential updates to the LTAC grant application and scoring process. Staff noted that recommendations based on feedback received from the Young Southeast Asian Leaders Initiative Fellows would be presented for committee review and discussion. Discussion occurred regarding the July meeting schedule and potential adjustments due to member availability.

Item 9: Other Business

None.

Item 10: Adjournment

1:26 p.m.

Sarah Fox, Chair

Meetings of the Lodging Tax Advisory Committee are electronically recorded. The tapes are kept on file in the office of the City Clerk for a period of six years.



Lodging Tax Advisory Committee (LTAC)

Sarah Fox, Chair

Andrew Westlund, Management Analyst

Andrew.Westlund@cityofvancouver.us

June 10, 2026

Agenda Topics

- New member introductions
- Budget process/fiscal overview
- Program Guidelines
- Grant Application Questions and Scoring
- Application Review and Recommendation Scheduling



Budget Process and Fiscal Overview

	2024 Actuals	2025 Actuals	2026 YTD	2027 Forecast	2028 Forecast
Convention Center Debt/Operating	\$1,866,189	\$1,767,638	\$630,388	\$1,799,448	\$1,871,426
Lodging Tax Advisory Revenue	\$1,869,196	\$1,767,638	\$629,678	\$1,799,448	\$1,871,426
Lodging Tax Advisory Expenditures	\$863,968	\$1,295,388	\$409,452		
Unspent Obligations	0	*\$577,000	\$1,315,492	0	0
Tax Revenue minus Expenditures	\$1,002,228	\$472,250	**\$55,056		

* \$577,000 was awarded for Waterfront Gateway Plaza and will be spent in 2027 or 2028, most likely

** Revenue minus expenditures for 2026 is forecasts \$1,780,000 of revenue and all obligations spend out



Project Guidelines

Review document

Recommended changes/updates:



Grant Application Questions

Question List Review

Considerations:

- Marketing Approach
- Alignment with Tourism Industry efforts
- Equity and Inclusion
- Sustainability and Resiliency
- Local Economic Impact
- Uniqueness



Grant Application Question Updates

How can we improve?

Suggested updates and edits:

- Strengthen....



Scoring Criteria

Areas of emphasis and weighting

- Lodging Nights: 0-5 points
- Alignment to Visit Vancouver's Destination Master Plan goals: 0-3 points
- Seasonality: 0,1 or 3 points
- Geography: 0 or 3 points
- Equity: 0-3 points
- Environmental: Sustainability- 0-3 points, Transportation 0-3 points
- Uniqueness: 0-3 points
- Marketing Radius: 0-3 points
- Economic Impact: 0-3 points
- Committee confidence: 0-3 points



Scoring Criteria Updates

How can we improve alignment with City goals?

Suggested updates:

- Increase....



Application Presentation & Recommendation

Scheduling for additional time

- 1 meeting to review applications and scoring, recommend applicants to bring in for presentations- Extend October 14 meeting?
- 3 presentation days
- 1 meeting to establish Final Recommendations
- Each meeting was approximately 3 hours. Last year we were able to get full process done in 4 meetings, having a flex day with a hold is helpful
- All meetings need to occur prior to November 20
- We will be canceling the November 11, meeting due to Veterans Day
- Recommendations will go to Council December 7, 2026



Next Steps



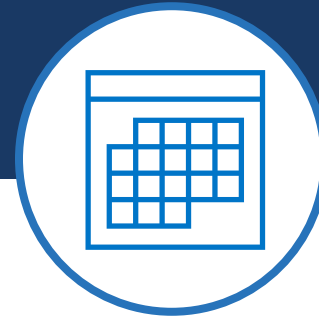
July 15, 2026, Meeting

Keep or cancel?



Application and Scoring Review

Committee
feedback in person
or via email



Calendar Holds

Finalize hold dates
for application
review and awards



September 9, 2026, Meeting

Will be held at
Fourth Plain
Commons



Thank You



Lodging Tax Advisory Committee (LTAC) Grant Program Guidelines – 2026 Update

Grant Program Purpose

To invest in facilities, events and activities that increase overnight and day-visitors to the City of Vancouver and result in increased tourism-related revenues.

Guiding Regulations and Documents

According to [RCW 67.28.1816\(1\)](#), lodging tax revenues may be used directly by any municipality or indirectly through a destination marketing organization for:

- Tourism marketing
- Marketing and operations of events and festivals designed to attract tourists
- Programs focused on tourism marketing and promotion activities
- Capital expenditures and operating expenses of tourism-related facilities owned or operated by a municipality or a public facilities district
- Operating expenses of tourism facilities owned or run by qualifying non-profits

Award decisions will be made based on available funds and strength of application. Evaluation criteria will focus on alignment with the [City of Vancouver's 2023-2029 Strategic Plan Core Values](#), seasonality, geography, equity & inclusion, environmental sustainability, uniqueness, and economic impact.

Grant Types

- **Cultural Enrichment:** Resources to support events or festivals that support the cultural enrichment of Vancouver.
- **Large Event/Festival Grant:** Resources to support events or festivals designed to contribute to the local tourism economy, attract a significant number of visitors and enhance Vancouver as a tourism destination.
- **Tourism Program or Facilities Grant:** Resources to support one-time tourism marketing or promotion programs or investments in tourism facilities designed to enhance the tourism experience or grow Vancouver's tourism industry.
- **Tourism Organization Operating Grant:** Resources to support destination marketing or visitor attraction efforts of organizations focused on marketing and

To request other formats, please contact:

Andrew Westlund | 360-487-7957 | andrew.westlund@cityofvancouver.us

P.O. Box 1995 | Vancouver, WA 98668-1995 | cityofvancouver.us

promoting Vancouver as a visitor destination or enhancing the local tourism experience.

Program Requirements and Scoring Considerations: All Grants

Program requirements are governed by Regulatory Code of Washington (RCW) requirements and the Lodging Tax Advisory Committee input and recommendation. The following grant guidelines apply to all grants.

Grant Requirements

- Grant activities and expenses must occur between January 1, 2027, and March 31, 2028.
- Grant activities must take place within the City of Vancouver city limits or clearly demonstrate positive economic impacts to lodging tax generators within city limits. Grants will not be awarded to activities that take place within jurisdictions that collect their own lodging tax.
- There are no grant minimums or maximums, unless outlined below.
- Grant applications must be submitted by an eligible organization as the service provider or fiscal sponsor. Eligible organizations include, but are not limited to municipalities, destination marketing organizations, non-profits or not for profits, and tourism-related facilities.
- Organizations may submit more than one application each year, completing a separate application form for each project/activity.

Scoring Considerations

- Matching funds are not required but may impact committee scoring. Demonstrating additional funding commitments beyond just the Lodging Tax Grant typically results in increased committee confidence in an event.
- Activities that demonstrate potential overnight stays by tourists in lodging facilities within the City of Vancouver or attract day visitors from outside Clark County are prioritized. The committee evaluates the reasonableness of estimated outcomes.
- LTAC seeks to fund events that support and align with the City of Vancouver's Strategic Plan, including equity and inclusion, environmental stewardship, and economic opportunities. Applications that highlight these values and show innovative implementation will score more highly.
- LTAC is looking to increase and bolster events that occur during off peak seasons and outside of the downtown core.
- Activities should be able to outline a marketing plan that clearly ties to program goals of bringing in overnight visitors, visitors from out of state or country, and/or from over 50 miles away.
- Unique events and organizations may be scored more highly.
- Activities should be able to demonstrate economic impact within the City of Vancouver. Events should be mindful or supporting local vendors and may want to detail how their attendees may benefit the area around the event.

Contracting Terms

The following terms will be contractually enforced for all grant recipients:

- Payment to recipients of lodging tax funds will be made on a reimbursable basis
- Recipients agree to submit a final project report to the City describing the results of the project, program or event in compliance with the reporting requirements of RCW 67.28.1816
- Any publications or advertising produced for grant activity will prominently feature the following credit: Made possible in part by assistance from the City of Vancouver, Washington Lodging Tax Grant Program
- Grant recipients must obtain and keep in force during the entire term of this agreement, liability insurance against any and all claims for damages to person or property which may arise in delivering the grant activity
- For events happening within the downtown area, recipients must complete a parking management plan, in collaboration with City staff

Cultural Enrichment Grants

Unique Grant Requirements

- Event may be limited to receiving a cultural enrichment grant no more than 3 times, based on committee discretion
- Target funding level is no more than \$5,000. The Lodging Tax Advisory Committee may consider requests above this amount should there be unique circumstances or clearly demonstrated need
- Applicants may request funding for multiple years, if they can clearly demonstrate how it would grow the activity and support sustainability

Past Award Profile

Since this grant type began in 2025 the awards have ranged from \$2,350 to \$24,000. The typical award has been for under \$10,000 and considerations for higher awards, included scope larger than just a single event, size of event, and strongly demonstrating a focus on celebrating cultural diversity and promoting equity and inclusion in new or unique ways. The three-award limit is intended to encourage events to find ways to grow into the next grant category, Large Event/Festival Grants, or become independently sustainable.

Large Event/Festival Grants

Unique Grant Requirements

- Event anticipates attendance of 2,500+ people
- Activity may be limited to receiving funding no more than 2 times, unless a significant change in approach or scope to attract significantly more (20%) attendees and/or reach new communities is demonstrated

Past Award Profile

Awards for the Large Event/Festival grant have ranged between \$2,500 and \$95,000. The typical award falls between \$10,000-\$25,000. Most awards below \$10,000 were due to activity need, while larger requests were more likely to receive partial funding. The committee prioritized unique and innovative events that had the opportunity to become signature events for the community for larger awards. Events seeking funding beyond the two-year limit have added additional festival days, added elements like a concert or additional programming, or demonstrated significant increase in marketing reach. LTAC has full discretion on whether to award activities that may exceed the two-year limit. The limit is designed to encourage innovative growth of events and prioritize new events that will grow what Vancouver has to offer tourists and residents.

Tourism Program or Facilities Grants

Unique Grant Requirements

- Capital expenses are allowable, but only for facilities owned by a municipality or public facilities district
- For capital projects, LTAC will require funds to be used within 3 years of award. Activity can request additional time after providing a project update, but continued funding is not guaranteed.

Past Award Profile

Since 2025 one capital award has been approved, totaling \$577,700. Two tourism programs have also been awarded, with awards between \$15,000 and \$40,000. These programs provided support to help market areas of Vancouver and provide services to enhance tourist experience.

Tourism Organization Operating Grants

Unique Grant Requirements

- Organizations receiving this award will support the LTAC Grant program by meeting with and providing technical assistance to grant applicants. The meetings are to help applicants create reasonable estimates of overnight stays and economic impact of activity.

Past Award Profile

Since 2025 Vancouver's Destination Marketing Organization (DMO) has received awards between \$1 million and \$1.3 million. Awards prior to that were lower due to fewer total funds being available and committee prioritization of funds.

2026 City of Vancouver Lodging Tax - Cultural Enrichment Grant

City of Vancouver

Organizational Information

Organization Contact Name*

Who will be the main contact? Please include contact information (email and phone number) if different from the applicant.

Character Limit: 250

Grant Year*

Choices

2026

Please state the organization's mission statement.*

Character Limit: 3000

Full Time Staff*

How many full time staff members does the organization have?

Character Limit: 4

Part Time Staff*

How many part time staff members does the organization have?

Character Limit: 4

Volunteers*

How many volunteers work with the organization?

Character Limit: 4

Activity Information

Activity Type*

Choices

Event or Festival

Marketing or Promotion

Tourism Organization Operations

Capital Improvement of a Facility

Name of event or festival.*

Please provide a name for your event, festival, program, or facility improvement funding request.

Character Limit: 50

Describe the tourism related activity being proposed for lodging tax funding.*

Provide a description of your event.

Character Limit: 10000

Describe the target audience for this activity.*

How will you promote your event, program or facility to tourists?

Character Limit: 3000

Do you plan to submit or have you submitted more than one application for this period?***Choices**

Yes

No

Address of event or festival.*

Character Limit: 500

Event or festival start date.*

Character Limit: 10

Event or festival end date.*

Character Limit: 10

Has your organization received a Lodging Tax Grant for a previous year?*

If your organization received a Lodging Tax Grant for a previous year, what year(s) did you receive a grant? What specific activity was funded? How did the funding impact tourism in Vancouver? (attendance at an event or facility, overnight stays to event or facility, new tourism related information, etc.)

Character Limit: 10000

Event Venue*

If your activity is for an event or festival occurring in a City of Vancouver managed event space, (e.g. public park, community center, etc.) OR a privately managed event space where a [City of Vancouver Special Event Permit](#) is required, have you received your Special Event Permit?

Choices

Yes

No

My project is not an event meeting this criteria

Special Event Permit*

If your project is for an event that requires a City of Vancouver Special Event Permit and you have not yet received your permit, have you applied for your Special Event Permit?

Choices

Yes

No

My project is not an event that meets this criteria

For events requiring paid tickets, please provide the event ticket price(s).

If your event is not requiring tickets, please enter n/a.

Character Limit: 25

Budget/Funding Information

Amount of funds being requested.*

Character Limit: 20

Total event, festival, or program cost.*

Character Limit: 20

Funds for Vancouver-based vendors.*

Of the total cost of your event, festival, or program, how much do you intend to spend on Vancouver-based vendors or suppliers?

Character Limit: 20

Partial Funding*

If only partial funding is available, can the activity be modified? Please explain how.

Character Limit: 10000

Additional funding/budget notes (optional)

Please provide any additional information you believe will help us evaluate your activity budget and funding request.

Character Limit: 10000

Alignment with City of Vancouver Values and Priorities

Marketing Approach*

Please describe your marketing approach, marketing radius, and target audience of your event, festival, program, or facility.

Character Limit: 10000

Vancouver's Tourism Industry*

The growth and development of Vancouver's tourism industry is guided by Visit Vancouver's 10-year Destination Master Plan. Please provide details on how the resources you are requesting align with and help further the goals outlined in the [Destination Master Plan](#).

Character Limit: 10000

Equity and Inclusion*

Equity and Inclusion is a core value of the [City of Vancouver's 2023-2029 Strategic Plan](#). An important element of this value is recognizing that disparities exist for historically marginalized and underserved communities. Please provide details on how the resources you are requesting will help advance positive outcomes for historically marginalized and underserved communities in Vancouver.

Character Limit: 10000

Sustainability and Resiliency*

Sustainability and Resiliency is a core value of the [City of Vancouver's 2023-2029 Strategic Plan](#). Please provide details on how your organization and the funds you are requesting will help advance Vancouver's climate action and environmental sustainability goals.

Character Limit: 10000

Local Economic Impact*

It is important to the Vancouver's Lodging Tax Advisory Committee that tourism events, festivals, or programs have a local economic impact. What formal efforts or policies do you have in place to ensure spending at Vancouver-based lodging, vendors, suppliers, or small businesses?

Character Limit: 10000

Event Uniqueness*

It is important to Vancouver's Lodging Tax Advisory Committee that grant resources result in events, festivals, and programs that are diverse and unique. How is your event, festival, or program, or use of requested resources unique in terms of content and/or target audience?

Character Limit: 10000

Attendance Information

Date Field Definitions

Please refer to the [Data Field Definitions](#) as a resource when completing attendance information.

Character Limit: 5

Predicted Total Attendance*

RCW 67.28 requires the city to report back to the state about the number of annual overnight stays that are generated by each event and how many people will be traveling more than 50 miles to the event. Please provide an estimate of total attendance for your event.

Character Limit: 6

Method(s) for predicting total attendance.*

Choices

Ticket Sales
 Direct Count
 Indirect Count
 Informal Survey
 Representative Survey
 Structured Estimate
 Other

Attendance, 50+ Miles, Predicted*

Enter the number of people predicted to travel a distance of 50+ miles from Vancouver to attend this activity.

Character Limit: 6

Method(s) for predicting 50+ miles attendance.*

Choices

Ticket Sales
 Direct Count
 Indirect Count
 Informal Survey
 Representative Survey
 Structured Estimate
 Other

Attendance, Out of State, Out of Country, Predicted*

Enter the total number of attendees predicted to travel from out of state, out of country to attend the activity.

Character Limit: 6

Method(s) for predicting attendance out of state, out of country.*

Choices

Ticket Sales
 Direct Count
 Indirect Count
 Informal Survey
 Representative Survey
 Structured Estimate
 Other

Attendance, Paid for Overnight Lodging, Predicted*

Enter the number of attendees predicted to pay for overnight lodging while attending the activity. (Ex:1 attendee staying overnight in a hotel = 1; 2 attendees staying overnight = 2, etc.)

Character Limit: 6

Method(s) for predicting the number of attendees who will pay for overnight lodging in Vancouver.*

Choices

Direct Count
 Indirect Count
 Informal Survey
 Representative Survey
 Structured Estimate
 Other

Paid Lodging Nights, Predicted*

Enter an estimate of the total number of paid lodging nights for your event. A lodging night is one or more persons occupying a room for a single night. (Ex:1 or more persons occupying a single room for a single night = 1 lodging night)

Character Limit: 6

Method(s) for predicting total paid lodging nights.*

Choices

Ticket Sales
 Direct Count
 Indirect Count
 Informal Survey
 Representative Survey
 Structured Estimate
 Other

Required Attachments

Governance*

Please provide a list of the current Board of Directors/Governing body including contact information and terms of office.

File Size Limit: 4 MB

Project Budget*

Please download and complete the [Project Budget Form](#). Complete the form, save it and upload it.

File Size Limit: 4 MB

Nonprofit Status

Please provide evidence of nonprofit status:

Any of the following is acceptable evidence of nonprofit status: (a) a reference to the applicant organization's listing in the Internal Revenue Service's (IRS) most recent list of tax-exempt organizations described in section 501(c)(3) of the IRS Code; (b) a copy of a currently valid IRS tax exemption certificate; (c) a statement from a State taxing body, State Attorney General, or other appropriate State Official certifying that the applicant organization has a nonprofit status and that none of the net earnings accrue to any private shareholders or individuals; (d) a certified copy of the organization's certificate of incorporation or similar document that clearly establishes nonprofit status; (e) any of the above proof for a State or national parent organization and a statement signed by the parent organization that the applicant organization is a local nonprofit affiliate.

File Size Limit: 4 MB

2026 City of Vancouver Lodging Tax - Large Event/Festival Grant

City of Vancouver

Organizational Information

Organization Contact Name*

Who will be the main contact? Please include contact information (email and phone number) if different from the applicant.

Character Limit: 250

Grant Year*

Choices

2026

Please state the organization's mission statement.*

Character Limit: 3000

Full Time Staff*

How many full time staff members does the organization have?

Character Limit: 4

Part Time Staff*

How many part time staff members does the organization have?

Character Limit: 4

Volunteers*

How many volunteers work with the organization?

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Activity Information

Activity Type*

Choices

Event or Festival

Marketing or Promotion

Tourism Org Operations

Capital Improvement of a Facility

Name of event or festival.**Character Limit: 50***Describe the tourism related activity being proposed for lodging tax funding.***

Provide a description of your event.

*Character Limit: 10000***Describe the target audience for this activity.***

How will you promote your event, program or facility to tourists?

*Character Limit: 10000***Do you plan to submit or have you submitted more than one application for this period?*****Choices**

Yes

No

Address of event or festival.**Character Limit: 100***Event or festival start date.****Character Limit: 10***Event or festival end date.****Character Limit: 10***Has your organization received a Lodging Tax Grant for a previous year?***

If your organization received a Lodging Tax Grant for a previous year, what year(s) did you receive a grant? What specific activity was funded? How did the funding impact tourism in Vancouver? (attendance at an event or facility, overnight stays to event or facility, new tourism related information, etc.)

*Character Limit: 10000***Event Venue***

If your activity is for an event or festival occurring in a City of Vancouver managed event space, (e.g. public park, community center, etc.) OR a privately managed event space where a [City of Vancouver Special Event Permit](#) is required, have you received your Special Event Permit?

Choices

Yes

No

My project is not an event meeting this criteria

Special Event Permit*

If your project is for an event that requires a City of Vancouver Special Event Permit and you have not yet received your permit, have you applied for your Special Event Permit?

Choices

Yes

No

My project is not an event that meets this criteria

For events requiring paid tickets, please provide the event ticket price(s).

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Budget/Funding Information

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Character Limit: 20

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Of the total cost of your event, festival, or program, how much do you intend to spend on Vancouver-based vendors or suppliers?

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Partial Funding*

If only partial funding is available, can the activity be modified? Please explain how.

Character Limit: 5000

Additional funding/budget notes (optional)

Please provide any additional information you believe will help us evaluate your activity budget and funding request.

Character Limit: 5000

Attendance Information

Date Field Definitions

Please use the following [Data Field Definitions](#) as a resource when completing the attendance information.

Character Limit: 5

Predicted Total Attendance*

RCW 67.28 requires the city to report back to the state about the number of annual overnight stays that are generated by each event and how many people will be traveling more than 50 miles to the event. Please provide an estimate of total attendance for your event.

Character Limit: 6

Method(s) for predicting total attendance.***Choices**

Ticket Sales
Direct Count
Indirect Count
Informal Survey
Representative Survey
Structured Estimate
Other

Please describe your method and process for predicting total attendance.*

What steps did you take to ensure the most accurate estimate possible?

Character Limit: 10000

Attendance, 50+ Miles, Predicted*

Enter the number of people predicted to travel a distance of 50+ miles from Vancouver to attend this activity.

Character Limit: 6

Method(s) for predicting 50+ miles attendance.***Choices**

Ticket Sales
Direct Count
Indirect Count
Informal Survey
Representative Survey
Structured Estimate
Other

Please describe your method and process for predicting attendance 50+ miles from Vancouver.*

What steps did you take to ensure the most accurate estimate possible?

Character Limit: 10000

Attendance, Out of State, Out of Country, Predicted*

Enter the total number of attendees who traveled from out of state, out of country to attend the activity.

Character Limit: 6

Method(s) for predicting attendance out of state, out of country.***Choices**

Ticket Sales
Direct Count
Indirect Count
Informal Survey
Representative Survey
Structured Estimate
Other

Please describe your method and process for predicting attendance from out of state, out of country.*

What steps did you take to ensure the most accurate estimate possible?

Character Limit: 10000

Attendance, Paid for Overnight Lodging, Predicted*

Enter the number of attendees predicted to pay for overnight lodging while attending the activity. (Ex:1 attendee staying overnight in a hotel = 1; 2 attendees staying overnight = 2, etc.)

Character Limit: 6

Method(s) for predicting the number of attendees who will pay for overnight lodging in Vancouver.***Choices**

Direct Count
Indirect Count
Informal Survey
Representative Survey
Structured Estimate
Other

Method and process for predicted attendees who pay for overnight lodging.*

Please describe your method and process for predicting the number of attendees (out of total estimated attendance) who will pay for overnight lodging in Vancouver. What steps did you take to ensure the most accurate estimate possible?

Character Limit: 10000

Paid Lodging Nights, Predicted*

Enter an estimate of the total number of paid lodging nights for your event. A lodging night is one or more persons occupying a room for a single night. (Ex:1 or more persons occupying a single room for a single night = 1 lodging night)

Character Limit: 6

Method(s) for predicting total paid lodging nights.*

Choices

Ticket Sales
Direct Count
Indirect Count
Informal Survey
Representative Survey
Structured Estimate
Other

Please describe your method and process for predicting total paid lodging nights in Vancouver.*

What steps did you take to ensure the most accurate estimate possible?

Character Limit: 10000

Alignment with City of Vancouver Values and Priorities

Marketing Approach*

Please describe your marketing approach, marketing radius, and target audience of your event, festival, program, or facility.

Character Limit: 10000

Vancouver's Tourism Industry*

The growth and development of Vancouver's tourism industry is guided by Visit Vancouver's 10-year Destination Master Plan. Please provide details on how the resources you are requesting align with and help further the goals outlined in the [Destination Master Plan](#).

Character Limit: 10000

Equity and Inclusion*

Equity and Inclusion is a core value of the [City of Vancouver's 2023-2029 Strategic Plan](#). An important element of this value is recognizing that disparities exist for historically marginalized and underserved communities. Please provide details on how the resources you are requesting will help advance positive outcomes for historically marginalized and underserved communities in Vancouver.

Character Limit: 10000

Sustainability and Resiliency*

Sustainability and Resiliency is a core value of the [City of Vancouver's 2023-2029 Strategic Plan](#). Please provide details on the measures you will take or the actions you will promote related to recycling and composting at your event or festival.

Character Limit: 10000

Sustainability and Resiliency*

Please provide details on the actions you will take to encourage transportation to your event using alternative, non-automobile forms of transportation such as transit, bike, offsite parking and ride lots, etc.

Character Limit: 10000

Local Economic Impact*

It is important to the Vancouver's Lodging Tax Advisory Committee that tourism events, festivals, or programs have a local economic impact. What formal efforts or policies do you have in place to ensure spending at Vancouver-based lodging, vendors, suppliers, or small businesses?

Character Limit: 10000

Event Uniqueness*

It is important to Vancouver's Lodging Tax Advisory Committee that grant resources result in events, festivals, and programs that are diverse and unique. How is your event, festival, or program, or use of requested resources unique in terms of content and/or target audience?

Character Limit: 10000

Required Attachments

Governance*

Please provide a list of the current Board of Directors/Governing body including contact information and terms of office.

File Size Limit: 4 MB

Project Budget*

Please download and complete the [Project Budget Form](#). Complete the form, save it and upload it.

File Size Limit: 4 MB

Organizational Budget*

Please provide a copy of the organization's current operating budget. This must be uploaded as an Excel spreadsheet or a PDF.

File Size Limit: 4 MB

Nonprofit Status

Please provide evidence of nonprofit status:

Any of the following is acceptable evidence of nonprofit status: (a) a reference to the applicant organization's listing in the Internal Revenue Service's (IRS) most recent list of tax-exempt organizations described in section 501(c)(3) of the IRS Code; (b) a copy of a currently valid IRS

tax exemption certificate; (c) a statement from a State taxing body, State Attorney General, or other appropriate State Official certifying that the applicant organization has a nonprofit status and that none of the net earnings accrue to any private shareholders or individuals; (d) a certified copy of the organization's certificate of incorporation or similar document that clearly establishes nonprofit status; (e) any of the above proof for a State or national parent organization and a statement signed by the parent organization that the applicant organization is a local nonprofit affiliate.

File Size Limit: 4 MB

2026 City of Vancouver Lodging Tax - Tourism Organization Operating Grant

City of Vancouver

Organizational Information

Organization Contact Name*

Who will be the main contact? Please include contact information (email and phone number) if different from the applicant.

Character Limit: 250

Grant Year*

Choices

2026

Please state the organization's mission statement.*

Character Limit: 3000

Full Time Staff*

How many full time staff members does the organization have?

Character Limit: 4

Part Time Staff*

How many part time staff members does the organization have?

Character Limit: 4

Volunteers*

How many volunteers work with the organization?

Character Limit: 4

Activity Information

Activity Type*

Choices

Event or Festival

Marketing or Promotion

Tourism Organization Operations

Capital Improvement of a Facility

Name of activity*

Please provide a name for your activity, program, or facility improvement funding request.

Character Limit: 50

Describe the tourism related activity being proposed for lodging tax funding.*

Provide a description of your event.

Character Limit: 10000

Do you plan to submit or have you submitted more than one application for this period?***Choices**

Yes

No

Service Area of Tourism Marketing Program(s).**Choices**

City of Vancouver

Clark County

Southwest WA

State of WA

Has your organization received a Lodging Tax Grant for a previous year?*

If your organization received a Lodging Tax Grant for a previous year, what year(s) did you receive a grant? What specific activity was funded? How did the funding impact tourism in Vancouver? (attendance at an event or facility, overnight stays to event or facility, new tourism related information, etc.)

Character Limit: 10000

Budget/Funding Information**Amount of funds being requested.***

Character Limit: 20

Total event, festival, or program cost.*

Character Limit: 20

Funds for Vancouver-based vendors.*

Of the total cost of your event, festival, or program, how much do you intend to spend on Vancouver-based vendors or suppliers?

Character Limit: 20

Partial Funding*

If only partial funding is available, can the activity be modified? Please explain how.

Character Limit: 10000

Additional funding/budget notes (optional)

Please provide any additional information you believe will help us evaluate your activity budget and funding request.

Character Limit: 10000

Alignment with City of Vancouver Values and Priorities

Marketing Approach*

When promoting Vancouver as a tourism destination, what is your organization's marketing approach, marketing radius, and target audiences?

Character Limit: 10000

Vancouver's Tourism Industry*

The growth and development of Vancouver's tourism industry is guided by Visit Vancouver's 10-year Destination Master Plan. Please provide details on how the resources you are requesting align with and help further the goals outlined in the [Destination Master Plan](#).

Character Limit: 10000

Equity and Inclusion*

Equity and Inclusion is a core value of the [City of Vancouver's 2023-2029 Strategic Plan](#). An important element of this value is recognizing that disparities exist for historically marginalized and underserved communities. Please provide details on how the resources you are requesting will help advance positive outcomes for historically marginalized and underserved communities in Vancouver.

Character Limit: 10000

Sustainability and Resiliency*

Sustainability and Resiliency is a core value of the [City of Vancouver's 2023-2029 Strategic Plan](#). Please provide details on how your organization and the funds you are requesting will help advance Vancouver's climate action and environmental sustainability goals.

Character Limit: 10000

Local Economic Impact*

It is important to the Vancouver's Lodging Tax Advisory Committee that tourism events, festivals, or programs have a local economic impact. What formal efforts or policies do you have in place to ensure spending at Vancouver-based lodging, vendors, suppliers, or small businesses?

Character Limit: 10000

Event Uniqueness*

It is important to Vancouver's Lodging Tax Advisory Committee that grant resources result in events, festivals, and programs that are diverse and unique. How is your event, festival, or program, or use of requested resources unique in terms of content and/or target audience?

Character Limit: 10000

Required Attachments

Governance*

Please provide a list of the current Board of Directors/Governing body including contact information and terms of office.

File Size Limit: 4 MB

Project Budget*

Please download and complete the [Project Budget Form](#). Complete the form, save it and upload it.

File Size Limit: 4 MB

Organizational Budget*

Please provide a copy of the organization's current operating budget. This must be uploaded as an Excel spreadsheet or a PDF.

File Size Limit: 4 MB

Nonprofit Status

Please provide evidence of nonprofit status:

Any of the following is acceptable evidence of nonprofit status: (a) a reference to the applicant organization's listing in the Internal Revenue Service's (IRS) most recent list of tax-exempt organizations described in section 501(c)(3) of the IRS Code; (b) a copy of a currently valid IRS tax exemption certificate; (c) a statement from a State taxing body, State Attorney General, or other appropriate State Official certifying that the applicant organization has a nonprofit status and that none of the net earnings accrue to any private shareholders or individuals; (d) a certified copy of the organization's certificate of incorporation or similar document that clearly establishes nonprofit status; (e) any of the above proof for a State or national parent organization and a statement signed by the parent organization that the applicant organization is a local nonprofit affiliate.

File Size Limit: 4 MB

2026 City of Vancouver Lodging Tax - Tourism Program or Facilities Grant

City of Vancouver

Organizational Information

Organization Contact Name*

Who will be the main contact? Please include contact information (email and phone number) if different from the applicant.

Character Limit: 250

Grant Year*

Choices

2026

Please state the organization's mission statement.*

Character Limit: 3000

Full Time Staff*

How many full time staff members does the organization have?

Character Limit: 4

Part Time Staff*

How many part time staff members does the organization have?

Character Limit: 4

Volunteers*

How many volunteers work with the organization?

Character Limit: 4

Activity Information

Activity Type*

Choices

Event or Festival

Marketing or Promotion

Tourism Organization Operations

Capital Improvement of a Facility

Name of activity*

Please provide a name for your activity, program, or facility improvement funding request.

Character Limit: 50

Describe the tourism related activity being proposed for lodging tax funding.*

Provide a description of your event.

Character Limit: 10000

Describe the target audience for this activity.*

How will you promote your event, program or facility to tourists?

Character Limit: 10000

Do you plan to submit or have you submitted more than one application for this period?*

Choices

Yes

No

Service Area of Tourism Marketing Program(s).

Choices

City of Vancouver

Clark County

Southwest WA

State of WA

Address of Tourism Facility (if seeking funds for capital improvements).

Character Limit: 100

Has your organization received a Lodging Tax Grant for a previous year?*

If your organization received a Lodging Tax Grant for a previous year, what year(s) did you receive a grant? What specific activity was funded? How did the funding impact tourism in Vancouver? (attendance at an event or facility, overnight stays to event or facility, new tourism related information, etc.)

Character Limit: 10000

Budget/Funding Information

Amount of funds being requested.*

Character Limit: 20

Total event, festival, or program cost.*

Character Limit: 20

Funds for Vancouver-based vendors.*

Of the total cost of your event, festival, or program, how much do you intend to spend on Vancouver-based vendors or suppliers?

Character Limit: 20

Partial Funding*

If only partial funding is available, can the activity be modified? Please explain how.

Character Limit: 10000

Additional funding/budget notes (optional)

Please provide any additional information you believe will help us evaluate your activity budget and funding request.

Character Limit: 10000

Alignment with City of Vancouver Values and Priorities

Marketing Approach*

Please describe your marketing approach, marketing radius, and target audience of your event, festival, program, or facility.

Character Limit: 10000

Vancouver's Tourism Industry*

The growth and development of Vancouver's tourism industry is guided by Visit Vancouver's 10-year Destination Master Plan. Please provide details on how the resources you are requesting align with and help further the goals outlined in the [Destination Master Plan](#).

Character Limit: 10000

Equity and Inclusion*

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Character Limit: 10000

Sustainability and Resiliency*

Sustainability and Resiliency is a core value of the [City of Vancouver's 2023-2029 Strategic Plan](#). Please provide details on how your organization and the funds you are requesting will help advance Vancouver's climate action and environmental sustainability goals.

Character Limit: 10000

Local Economic Impact*

It is important to the Vancouver's Lodging Tax Advisory Committee that tourism events, festivals, or programs have a local economic impact. What formal efforts or policies do you have in place to ensure spending at Vancouver-based lodging, vendors, suppliers, or small businesses?

Character Limit: 10000

Event Uniqueness*

It is important to Vancouver's Lodging Tax Advisory Committee that grant resources result in events, festivals, and programs that are diverse and unique. How is your event, festival, or program, or use of requested resources unique in terms of content and/or target audience?

Character Limit: 10000

Required Attachments

Governance*

Please provide a list of the current Board of Directors/Governing body including contact information and terms of office.

File Size Limit: 4 MB

Project Budget*

Please download and complete the [Project Budget Form](#). Complete the form, save it and upload it.

File Size Limit: 4 MB

Organizational Budget*

Please provide a copy of the organization's current operating budget. This must be uploaded as an Excel spreadsheet or a PDF.

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Nonprofit Status

Please provide evidence of nonprofit status:

Any of the following is acceptable evidence of nonprofit status: (a) a reference to the applicant organization's listing in the Internal Revenue Service's (IRS) most recent list of tax-exempt organizations described in section 501(c)(3) of the IRS Code; (b) a copy of a currently valid IRS tax exemption certificate; (c) a statement from a State taxing body, State Attorney General, or other appropriate State Official certifying that the applicant organization has a nonprofit status and that none of the net earnings accrue to any private shareholders or individuals; (d) a certified copy of the organization's certificate of incorporation or similar document that clearly establishes nonprofit status; (e) any of the above proof for a State or national parent

organization and a statement signed by the parent organization that the applicant organization is a local nonprofit affiliate.

File Size Limit: 4 MB

City of Vancouver LTAC Grant Scoring Tool

Event Name	SWWA Walk ALS	Hockinson Meadows DGC	Arts & Culture Programming	Day of the Dead
Applying Organization	ALS Northwest	Parks Foundation CC	theARTScentered	Vancouver Ballet
Event Dates	May 17, 2026	June 20, 2026	1/1 - 12/31	Folklorico
Consult with Visit Vancouver on Application Inputs?	Yes	No	No	No
Predicted Total Attendance	350	150	2,700	3,000
Predicted Attendance, 50+ Miles	40	18	95	10
Predicted Attendance, Out of State; Out of Country	10	20	60	35
Predicted Attendance, Paid for Overnight Lodging	88	9	35	10
Predicted Total Paid Lodging Nights	176	9	45	6
Economic Impact Estimate: Business Sales (Total)	\$52,418	\$18,604	\$361,008	\$3,244
Economic Impact Estimate: Local Taxes Generated	\$384	\$140	\$2,328	\$248
Economic Impact Estimate: Room Nights (Total)	3	7	36	5
Total Event or Festival Cost	\$30,216	\$10,600	\$228,000	\$18,000
Amount of LTAC Funds Requested	\$3,117	\$5,000	\$24,000	\$10,000
Of Total Cost, Est. Amount Spent on Local Vendor/Suppliers	\$4,966	\$48,000	\$219,000	\$6,000
If Partial Funding, Can Activity be Modified? Y/N	Yes	Yes	Yes	Yes
Submit Another Application This Period? Y/N	No	No	No	No
Previously Receive Lodging Tax Grant? Y/N	No	No	No	Yes
Most recent year receiving Lodging Tax Grant?	NA	NA	NA	2025
If Previously Receive Grant, Attendance?	NA	NA	NA	5,000
If Previously Receive Grant, Lodging Nights?	NA	NA	NA	3
If required, received Special Event Permit? Y/N	No	NA	NA	NA
If required, Applied for Special Event Permit? Y/N	Yes	NA	NA	NA
Paid Lodging Nights (0: does not generate room nights; 1: generates less than 25 room nights; 2: generates 26-50 room nights; 3: generates 51-100 room nights; 4:101-200 room nights; 5: generates >200 room nights)				
Alignment to goals of Destination Master Plan (0: no alignment; 1: alignment to 1-2 goals; 2: alignment to 3-4 goals; 3: alignment to all 5 goals)				
Seasonality (0: summer months; 1: shoulder months; 3: winter months)				
Geography (0: downtown; 3: other neighborhoods)				
Equity (0: does not demonstrate service/commitment to underserved populations; 1: demonstrates minimal service/commitment to underserved populations; 2: demonstrates significant service/commitment to underserved populations; 3: Demonstrates extensive service/commitment to underserved populations)				
Sustainability (0: no demonstrated sustainability measures; 1: minimal sustainability measures; 2: typical sustainability measures; 3: exceptional sustainability measures with strong focus non-SOV and re-use/zero waste)				
Uniqueness (0: event is very similar to other existing events in content and/or target audience; 3: event is unique in content and/or target audience)				
Marketing Radius (0: event marketed to Vancouver residents; 1: event or program is marketed to greater Portland Metro region; 2: event or program is marketed beyond a 50 mile radius; 3: event or program is marketed outside of WA/OR region)				
Economic Impact (0: no formal effort or policies to encourage local spending; 1: minimal formal efforts or policies to encourage local spending; 3: comprehensive formal efforts or policies to encourage local spending)				
Confidence (0: low confidence in the success of the event or festival; 1: some confidence in the success of the event or festival; 3: high confidence in the success of the event or festival)				
Criteria Impact Score	0	0	0	0

City of Vancouver LTAC Grant Scoring Tool

Event Name	OR Trail Bridge Tournament	Asset Fusion Forum	2026 AWB Spring Summit	Concert Series + Wine & Jazz Fest	Fort Vancouver Nutcracker	Cruise The Couve	Craig Stein Oktoberfest	Tacos, Taps & Tequila Fest	Annual 4 Days of Aloha	40th PNW Mid-Amateur Champ	Pride Block Party	Go Fest Celebration	Pollinator Festival
Applying Organizaton	ACBL D20 Org	Asset Fusion Events, LLC	Assoc of WA Business	Braco! Vancouver	Columbia Dance	Crouse The Couve	Hough Foundation	Hough Foundation	Ke Kukui Foundation	PNW Gold Association	Queer Comm Network	Vancouver Arena	Vancouver Bee Project
Event Dates	2/16 - 2/22	8/28 - 8/30	5/5 - 5/7	7/3 - 8/23	12/18 - 12/20	July 18, 2026	9/25 - 9/27	7/17 - 7/19	7/23 - 7/26	8/18 - 8/20	June 13, 2026	6/27 - 6/28	June 20, 2026
Consult with Visit Vancouver on Application Inputs?	No	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	Yes	Yes
Predicted Total Attendance	420	450	275	6,500	5,160	20,000	8,000	10,000	14,000	180	6,000	10,000	5,000
Predicted Attendance, 50+ Miles	193	350	200	1,300	27	700	1,200	1,000	4,000	100	1,000	1,000	150
Predicted Attendance, Out of State; Out of Country	281	180	10	1,300	153	2,000	500	1,000	4,000	90	800	2,000	1,000
Predicted Attendance, Paid for Overnight Lodging	193	175	150	150	27	100	350	800	4,000	70	200	600	75
Predicted Total Paid Lodging Nights	570	445	300	150	11	200	350	500	4,000	210	300	571	29
Economic Impact Estimate: Business Sales (Total)	\$205,101	\$585,444	\$322,336	\$804,615	\$135,832	\$137,281	\$786,935	\$711,233	\$867,926	\$84,184	\$171,027	\$225,640	\$53,779
Economic Impact Estimate: Local Taxes Generated	\$4,037	\$9,272	\$3,313	\$9,189	\$971	\$2,423	\$9,062	\$7,966	\$11,783	\$1,425	\$2,271	\$4,424	\$501
Economic Impact Estimate: Room Nights (Total)	351	154	163	436	7	134	428	357	443	106	68	286	10
Total Event or Festival Cost	\$56,795	\$325,000	\$158,399	\$324,922	\$79,368	\$30,000	\$350,500	\$325,000	\$235,700	\$29,068	\$50,950	\$42,221	\$25,465
Amount of LTAC Funds Requested	\$13,956	\$5,000	\$60,000	\$60,000	\$8,500	\$25,000	\$50,000	\$35,000	\$50,000	\$10,000	\$50,000	\$20,646	\$10,000
Of Total Cost, Est. Amount Spent on Local Vendor/Suppliers	\$25,439	\$200,000	\$125,000	\$51,500	\$14,000	\$20,000	\$300,000	\$300,000	\$150,000	\$17,400	\$30,000	\$22,000	\$13,915
If Partial Funding, Can Activity be Modified? Y/N	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Submit Another Application This Period? Y/N	No	No	No	2 events in app	No	No	Yes	Yes	Yes	No	No	No	No
Previously Receive Lodging Tax Grant? Y/N	No	No	No	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes	No
Most recent year receiving Lodging Tax Grant?	NA	NA	NA	2025	NA	2019	2025	NA	2025	NA	2025	2025	NA
If Previously Receive Grant, Attendance?	NA	NA	NA	6,700	NA	Not available	Not available	NA	20,000	NA	4,800	4,000	NA
If Previously Receive Grant, Lodging Nights?	NA	NA	NA	335	NA	Not available	Not available	NA	2,000	NA	194	273	NA
If required, received Special Event Permit? Y/N	NA	NA	NA	No	NA	NA	No	No	Yes	NA	NA	No	No
If required, Applied for Special Event Permit? Y/N	NA	NA	NA	Yes	NA	NA	Yes	Yes	No	NA	Yes	No	Yes
Paid Lodging Nights (0: does not generate room nights; 1: generates less than 25 room nights; 2: generates 26-50 room nights; 3: generates 51-100 room nights; 4:101-200 room nights; 5: generates >200 room nights)													
Alignment to goals of Destination Master Plan (0: no alignment; 1: alignment to 1-2 goals; 2: alignment to 3-4 goals; 3: alignment to all 5 goals)													
Seasonality (0: summer months; 1: shoulder months; 3: winter months)													
Geography (0: downtown; 3: other neighborhoods)													
Equity (0: does not demonstrate service/commitment to underserved populations; 1: demonstrates minimal service/commitment to underserved populations; 2: demonstrates significant service/commitment to underserved populations; 3: Demonstrates extensive service/commitment to underserved populations)													
Recycling and Composting (0: no recycling or composting measures; 1: minimal recycling or composting measures; 2: typical recycling or composting measures; 3: exceptional recycling or composting measures with strong focus on re-use or zero waste)													
Transportation (0: no non-single occupancy vehicle (non-SOV) measures; 1: minimal non-SOV measures; 2: typical non-SOV measures; 3: exceptional non-SOV measures)													
Uniqueness (0: event is very similar to other existing events in content and/or target audience; 3: event is unique in content and/or target audience)													
Marketing Radius (0: event marketed to Vancouver residents; 1: event or program is marketed to greater Portland Metro region; 2: event or program is marketed beyond a 50 mile radius; 3: event or program is marketed outside of WA/OR region)													
Economic Impact (0: no formal effort or policies to encourage local spending; 1: minimal formal efforts or policies to encourage local spending; 3: comprehensive formal efforts or policies to encourage local spending)													
Confidence (0: low confidence in the success of the event or festival; 1: some confidence in the success of the event or festival; 3: high confidence in the success of the event or festival)													
Criteria Impact Score	0	0	0	0	0	0	0	0	0	0	0	0	0

City of Vancouver LTAC Grant Scoring Tool

Activity Name	2026 Sales & Marketing Programs
Applying Organization	Visit Vancouver
Activity Dates	2026
Total Organization Budget	\$2,641,790
Amount of LTAC Funds Requested	\$1,300,000
Service Area of Organization	SW Washington
Est. Amount Spent on Local Vendor/Suppliers	\$75,000
If Partial Funding, Can Activity be Modified? Y/N	Yes
Submit Another Application This Period? Y/N	No
Previously Receive Lodging Tax Grant? Y/N	Yes
Years Previously Receive Lodging Tax Grant?	\$2,025
If Previously Receive Grant, Award Amount?	\$1,000,000
Alignment to goals of Destination Master Plan (0: no alignment; 1: alignment to 1-2 goals; 2: alignment to 3-4 goals; 3: alignment to all 5 goals)	
Equity (0: does not demonstrate service/commitment to underserved populations; 1: demonstrates minimal service/commitment to underserved populations; 2: demonstrates significant service/commitment to underserved populations; 3: Demonstrates extensive service/commitment to underserved populations)	
Sustainability (0: no demonstrated sustainability measures; 1: minimal sustainability measures; 2: typical sustainability measures; 3: exceptional sustainability measures with strong focus non-SOV and re-use/zero waste)	
Uniqueness (0: organization's mission is similar to other existing organizations in terms target audience; 3: organization's mission is unique in terms of target audience)	
Marketing Radius (0: organization markets destination to Vancouver residents; 1: organization markets destination to greater Portland Metro region; 2: organization markets destination beyond a 50 mile radius; 3: organization markets destination outside of WA/OR region)	
Economic Impact (0: no formal effort or policies to encourage local spending; 1: minimal formal efforts or policies to encourage local spending; 3: comprehensive formal efforts or policies to encourage local spending)	
Confidence (0: no confidence in the organization to be successful in promoting tourism; 1: some confidence in the organization to be successful in promoting tourism; 3: high confidence in the organization to be successful in promoting tourism)	
Criteria Impact Score	0

City of Vancouver LTAC Grant Scoring Tool

Activity Name	Tourism Shuttle & Cultural Tour	Heritage Tourism- Marketing Historic Tours	Downtown Ambassador Program
Applying Organization	Ke Kukui Foundation	Historic Trust	VDA
Activity Dates	2026	2026	2026
Total Project Budget	\$450,000	\$28,477	\$137,500
Amount of LTAC Funds Requested	\$450,000	\$17,482	\$52,500
Est. Amount Spent on Local Vendor/Suppliers	\$450,000	\$12,600	\$20,000
If Partial Funding, Can Activity be Modified? Y/N	Yes	Yes	Yes
Submit Another Application This Period? Y/N	Yes	No	No
Previously Receive Lodging Tax Grant? Y/N	No	No	Yes
Years Previously Receive Lodging Tax Grant?	NA	NA	2025
If Previously Receive Grant, Award Amount?	NA	NA	\$ 10,000.00
Alignment to goals of Destination Master Plan (0: no alignment; 1: alignment to 1-2 goals; 2: alignment to 3-4 goals; 3: alignment to all 5 goals)			
Equity (0: does not demonstrate service/commitment to underserved populations; 1: demonstrates minimal service/commitment to underserved populations; 2: demonstrates significant service/commitment to underserved populations; 3: Demonstrates extensive service/commitment to underserved populations)			
Sustainability (0: no demonstrated sustainability measures; 1: minimal sustainability measures; 2: typical sustainability measures; 3: exceptional sustainability measures with strong focus non-SOV and re-use/zero waste)			
Uniqueness (0: organization's mission is similar to other existing organizations in terms target audience; 3: organization's mission is unique in terms of target audience)			
Marketing Radius (0: program or facility is marketed to Vancouver residents; 1: program or facility is marketed to greater Portland Metro region; 2: program or facility is marketed beyond a 50 mile radius; 3: program or facility is marketed outside of WA/OR region)			
Economic Impact (0: no formal effort or policies to encourage local spending; 1: minimal formal efforts or policies to encourage local spending; 3: comprehensive formal efforts or policies to encourage local spending)			
Confidence (0: no confidence in the organization to be successful in promoting tourism; 1: some confidence in the organization to be successful in promoting tourism; 3: high confidence in the organization to be successful in promoting tourism)			
Criteria Impact Score	0	0	0