

Lodging Tax Advisory Committee Meeting Agenda

Date: July 15, 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 06/10/26 Minutes – Sarah Fox, Chair

3. Community Communication – Sarah Fox, Chair

To provide public testimony, please see the Community Communication instructions below.

4. Scoring Criteria and Application Questions Workshop -
Andrew Westlund, Management Analyst

5. Applicant Presentations and Recommendation Scheduling –
Andrew Westlund, Management Analyst

6. Other Business – Sarah Fox, Chair

7. Adjournment

Lodging Tax Advisory Committee

Members

Sarah Fox
Committee Chair

Janet Kenefsky
Temple Lentz
Christie Rust
Mike Bomar
Keri Robinson
Kyle Byrd
Angie Hildebrant
Luke Geisel

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.

Lodging Tax Advisory Committee Meeting Minutes

Date: June 10, 2026

Time: 12 – 1:30 p.m.

Location

City Hall – Aspen Room, Fl 1

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: June 10, 2026](#)

Item 1: Call to Order and Roll Call

The meeting of the Lodging Tax Advisory Committee was called to order at 12:03 p.m. by Sarah Fox, Committee Chair.

Board Members Present: Christie Rust, Janet Kenefsky (virtual), Keri Robinson, Angie Hildebrant, Luke Geisel, Sarah Fox

Motion by Rust, seconded by Robinson, and carried unanimously to excuse the absence of Mike Bomar and Kyle Byrd.

Staff Present: Andrew Westlund, Curtis Burns, Callie Taylor.

Presenters: None.

Item 3: Community Communications

No public comments or communications were received.

Item 4: New Member Introductions

Andrew Westlund, Data Analyst, introduced the new board members, Angie Hildebrant and Luke Geisel. The committee members and staff members introduced themselves.

Item 5: Budget Process and Fiscal Data

Andrew Westlund presented an overview of the Lodging Tax Fund, including recent revenue, expenditures, grant commitments, and projected funding available for the 2027 grant cycle. He explained the distinction between the lodging tax revenue available for LTAC grants and the separate lodging tax revenue dedicated to Convention Center debt service. Westlund noted that 2025 and 2026 represent the first

Members

Sarah Fox
Committee Chair

Temple Lentz
Janet Kenefsky
Christie Rust
Kyle Byrd
Keri Robinson
Mike Bomar
Angie Hildebrant
Luke Geisel

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

years in which the full projected annual lodging tax revenue has been made available for grant awards following the establishment of reserve funds. Committee members discussed the budget summary included in the meeting packet and requested clarification regarding the revenue and expenditure figures. Westlund explained that the revenue totals reflected only the portion of lodging tax revenue available for LTAC activities, while Convention Center revenues and expenditures were tracked separately. Additional discussion covered year-to-date revenues, outstanding grant commitments, current revenue trends, and the projected funding available for the upcoming grant cycle. Westlund noted that approximately \$1.8 million is currently forecasted for the 2027 grant program and that future budget summaries would be revised to improve clarity.

Item 6: Program Guidelines Approval

Andrew Westlund presented the revised Lodging Tax Grant Program Guidelines, which incorporated committee feedback received throughout the program review process. Updates included clarification of the four grant categories, general program requirements, grant-specific eligibility, contracting expectations, and the addition of parking management coordination requirements for events held in the downtown area. Westlund highlighted revisions intended to better communicate award expectations and timelines for applicants. Committee members discussed several potential refinements, including encouraging applicants to incorporate transportation options such as C-TRAN shuttle services, exploring sustainability measures related to waste reduction and recycling, and confirming the eligible service period for the upcoming grant cycle. Members expressed appreciation for the revised document and agreed that it was more concise and applicant-friendly while still capturing the committee's previous discussions. The committee requested additional time to review the guidelines before final approval. Staff will distribute the document as a Microsoft Word file to facilitate comments, accept feedback through the end of June, and incorporate revisions prior to publication of the grant materials in August.

Item 7: Grant Application Questions and Scoring Criteria

Andrew Westlund facilitated a discussion regarding the grant application questions and scoring criteria to prepare for the upcoming grant cycle. Westlund explained that many application questions are required for state reporting purposes, while others could be revised to better reflect committee priorities and improve applicant understanding. Committee members discussed the value of publishing the scoring rubric to improve transparency and help applicants better understand how proposals are evaluated. Members also considered ways to strengthen guidance related to sustainability, equity and inclusion, marketing, and tourism impacts without substantially expanding the application itself. Staff noted that providing examples and additional coaching materials may be more effective than rewriting many of the existing questions. The committee also reviewed the current scoring criteria and discussed whether the weighting of certain categories continued to align with the program's goals. Discussion focused on the value of the Destination Master Plan alignment criterion, encouraging events during the winter tourism season, supporting events outside of downtown, and balancing lodging night generation with broader community priorities such as sustainability and equity. Staff agreed to gather additional information regarding available event venues, including venue capacity and utilization outside of downtown, and to coordinate with Visit Vancouver to develop a more comprehensive inventory of event spaces that could be shared with future applicants. Committee members agreed to continue reviewing the application materials and provide additional comments prior to finalizing the grant documents.

Item 8: Applicant Presentation and Recommendation Scheduling

Andrew Westlund reviewed the anticipated timeline for the upcoming grant cycle and explained that applicant presentations and committee funding recommendations would occur during the fall following the opening of the grant application period in August. Westlund noted that multiple extended meetings would be necessary to accommodate applicant presentations and committee deliberations.

Item 9: Other Business

Christie Rust, Board Member, shared information regarding future opportunities for Visit Vancouver to host regional association meetings and conferences that would bring meeting planners and overnight visitors to Vancouver. She explained that these opportunities often require destinations to commit sponsorship funding several years in advance, creating challenges because they fall outside the Lodging Tax grant program's standard application timeline and Visit Vancouver's annual operating budget. Committee members discussed whether future requests of this nature could be considered through the Lodging Tax grant program if they aligned with the committee's goals of generating overnight stays, tourism, and economic impact. The committee expressed general support for exploring these opportunities further and discussed whether future requests should be incorporated into Visit Vancouver's annual funding request or submitted as separate grant applications. Staff indicated that the topic would be brought back for additional discussion at a future meeting to determine the most appropriate process for considering long-range tourism investment opportunities.

Item 10: Adjournment

1:39 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.

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*

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 - 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?

Character Limit: 4

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).

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: 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

Equity & Inclusion Scoring Guidance (0–3 Scale)

Dimension	0 – Not Demonstrated	1 – Minimal	2 – Moderate	3 – Strong / Transformational
Representation	No identified underserved communities; no inclusive representation	Mentions diverse groups but engagement is limited	Substantial inclusion with some participation or partnerships; limited leadership	Community-led or co-created ; underrepresented groups in decision-making
Accessibility	No consideration of accessibility barriers	Limited or general accessibility measures; addresses only one dimension	Addresses multiple barriers (e.g., physical, financial, cultural) with specific actions	Comprehensive accessibility strategy embedded in design; clear, actionable measures across all dimensions
Economic Inclusion	No economic benefit to underrepresented groups	Limited or indirect benefit; no clear targeting	Substantial inclusion of diverse vendors, partners, or workforce with some measurable benefits	Clear, measurable economic impact for underrepresented groups; prioritizes local/minority businesses; potential long-term benefits
Audience & Outreach Diversity	No strategy to reach diverse audiences or visitors	Broad audience with limited targeted outreach	Identifies diverse audiences with some targeted outreach; partial tourism alignment	Strategic, targeted outreach to diverse local and visitor segments; includes metrics to track engagement

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 recieving Loding 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 recieving Loding 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/comitment 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

Vancouver Holiday Market	Lake Spring Sprints	Arts & Music Festival	Girlfriends Run	Appletree Marathon	Columbia River Triathlon	Couve Clover Run
Vancouver Farmer's Mrkt 11/27 - 11/29 Yes	Vancouver Lake Rowing Club 3/7 - 3/8 Yes	Vancouver Symphony 8/7 - 8/9 Yes	WHY Community Oct 11, 2026 No	WHY Community 8/29 - 8/30 No	WHY Community 8/7 - 8/9 No	WHY Community March 22, 2026 No
12,500	1,300	55,000	2,500	2,500	2,500	2,700
900	600	2,618	750	1,000	1,375	810
2,550	800	9,009	1,000	1,000	1,374	810
900	132	2,084	1,350	900	1,238	1,458
540	6	1,042	675	1,800	2,476	729
\$326,394	\$126,552	\$1,340,661	\$478,352	\$557,220	\$515,704	\$374,308
\$3,308	\$2,652	\$13,018	\$4,963	\$6,792	\$7,842	\$4,507
102	206	355	251	346	479	238
\$148,000	\$20,450	\$625,800	\$241,200	\$236,900	\$168,450	\$155,440
\$50,000	\$12,000	\$95,000	\$14,500	\$14,500	\$17,000	\$18,000
\$88,000	\$18,375	\$61,750	\$152,800	\$145,700	\$84,800	\$73,940
Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	No	Yes	Yes	Yes	Yes
Yes	No	Yes	No	Yes	Yes	Yes
2025	NA	2025	NA	2022	2024	2025
Not available	NA	25,000	NA	2,250	3,124	1,848
Not available	NA	9	NA	437	1,160	504
NA	No	Yes	No	No	No	No
NA	No	Yes	Yes	Yes	Yes	Yes
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/comitment 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 Loding 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/comitment 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

Scoring for Emission & Climate Action



LEVEL/SCORE	LABEL	DESCRIPTION EFFORT EXAMPLES
1	Inactive	Mention of "Parking Available" on website/event marketing materials; no transit info.
2	Passive	Map of transit/walking routes on ticket/website/event marketing materials.
3	Active	Map of transit/walking routes on ticket/website/event marketing materials. Valet Bike Parking + discount vouchers for showing a transit pass.
4	Integrated	Financial incentives for non-car travel (e.g., ticket discounts for bus riders). Operates private event shuttles.
5	Transformative	Fully subsidized transit/shuttle system. With GHG Inventory Report Template for reporting.

Scoring for Waste & Neutral Systems

Level/Score	Label	Description Effort Examples
1	Inactive	Standard trash collection only. No recycling or composting present.
2	Passive	Standard blue-bin recycling provided by existing city infrastructure. No plan for vendor/food waste.
3	Active	1:1 ratio of trash to recycling. Mandatory vendor recycling training. Ban on single-use plastics.
4	Integrated	Zero-Waste Plan in place. Mandatory composting for all food vendors. Replaces single-use plastics with certified compostables or reusables.
5	Transformative	Achieves 90%+ diversion. Operates a "Closed-Loop" system where all materials brought in are either reused or composted on-site.



Lodging Tax Advisory Committee (LTAC)

Sarah Fox, Chair

Andrew Westlund, Management Analyst

Andrew.Westlund@cityofvancouver.us

July 15, 2026

Agenda Topics

- Grant Scoring Criteria and Weights
- Application Question Changes
- Application Review and Recommendation Scheduling

Scoring Criteria

Prioritization of Categories

- Lodging Nights:
- Alignment to Visit Vancouver's Destination Master Plan goals:
- Seasonality:
- Geography:
- Equity:
- Environmental Stewardship:
- Uniqueness:
- Marketing Radius:
- Economic Impact:
- Perceived benefit:



Scoring Criteria

Scoring weight by category

- Lodging Nights:
- Alignment to Visit Vancouver's Destination Master Plan goals:
- Seasonality:
- Geography:
- Equity:
- Environmental Stewardship:
- Uniqueness:
- Marketing Radius:
- Economic Impact:
- Perceived benefit:



Scoring Criteria Updates

Rubric narrative alignment

Current Scoring Criteria	Updated Scoring Criteria
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)	→ Stay the same
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)	→ Remove
Seasonality (0: summer months; 1: shoulder months; 3: winter months)	→ Only currently impacting event, add in for all types?
Geography (0: downtown; 3: other neighborhoods)	→ Only currently impacting event, add for all grant types, just programs and facilities, etc.?
Equity Level of commitment to underserved populations – none, minimal, significant, extensive	→ YES/ELI scale incorporation- Representation, Accessibility, Economic Inclusion, Audience & Outreach diversity

Scoring Criteria Updates

Rubric narrative alignment

Current Scoring Criteria	Updated Scoring Criteria
Environmental Stewardship: Split between Sustainability, Recycling and Composting and Transportation	 Review YESELI Emissions & Waste proposed rubrics.
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: Vancouver residents; 1: greater Portland Metro region; 2: beyond a 50 mile radius; 3: marketed outside of WA/OR region)	
Economic Impact (0: no local spending; 1: minimal local spending; 3: comprehensive efforts to maximize local spending)	
Perceived Benefit (0: Unconvinced of feasibility and benefit; 1: some benefit; 3: high confidence in the success and benefit of the event or festival)	

Application Questions

Does the current question align to updated scoring criteria?

Updated Scoring Criteria	Application Question
Paid Lodging Nights	Predicted Paid Lodging Nights
Alignment to goals of Destination Master Plan	Provide details on how the resources you are requesting align with and help further the goals outlined in the Destination Master Plan.
Seasonality	Event start/end date
Geography	Event location
Equity	Provide details on how the resources you are requesting will help advance positive outcomes for historically marginalized and under served communities.



Application Questions

Does the current question align to updated scoring criteria?

Updated Scoring Criteria	Application Question
Environmental Stewardship	 Provide details on how your organization and the funds you are requesting will help advance Vancouver's climate action goals.
Uniqueness	 How is your event, festival, or program, or use or requested resources unique in terms of content and/or target audience?
Marketing Radius	 Describe your marketing approach, marketing radius, and target audience of your event, festival, program or facility.
Economic Impact	 What formal efforts or policies do you have in place to ensure spending at Vancouver-based lodging, vendors, suppliers, or small businesses?
Perceived Benefit	 None- Committee member intuition

Application Presentation & Recommendation

Scheduling for additional time

- 1 meeting to review applications and scoring, recommend applicants to bring in for presentations- 3 presentation days
- 1 meeting to establish Final Recommendations
 - September 9, 2026, meeting- Reschedule for the 30th and do initial review?
 - Extend October 14 meeting- Initial application review or presentation day
- 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



August 12, 2026, Meeting

Any reason not to
cancel?



Application and Scoring Review

July 18, feedback
due by July 22



Calendar Holds

Finalize hold dates
for application
review and awards



September 9, 2026, Meeting

Will be held at
Fourth Plain
Commons



Thank You

