



CITY OF
Vancouver
WASHINGTON

Lodging Tax Advisory Committee

Chris Harder

Deputy Director

Economic Prosperity and Housing

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Overview of Lodging Tax Program



Alignment to Strategic Plan

- **Economic Opportunity:** Business Diversity; Job Creation; Engagement by Visitors & Residents
- **Culture & Heritage:** Economic Impact; Participation on Arts, Cultural, and Heritage Experiences





Program Overview

- RCW 67.28.180 allows municipalities to impose a 4% lodging tax on stays of less than 30 days at hotels, motels, campgrounds, bed and breakfasts and RV parks. In 2023 revenues = ~\$3 Million
- Funds can only be used for tourism-related projects, events and facilities.
- ~67% of funds collected annually are committed to service the debt on the Vancouver Hilton Hotel & Convention Center and other bonds
- Remaining funds support Visit Vancouver, WA – the local destination marketing organization – and local events and festivals





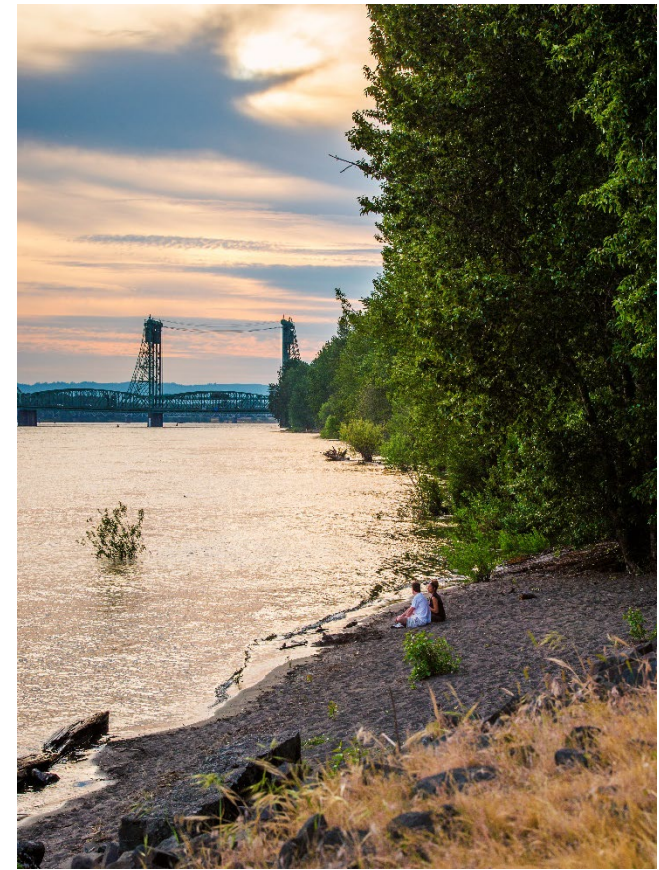
Overview of the Lodging Tax Advisory Committee



Membership

LTAC consists of 9 Members

- Councilmember Harless (Chair)
- 4 members representing businesses required to collect hotel-motel tax
- 4 members representing organizations qualified to receive lodging tax funds





Committee Role

- RCW 67.28.180 requires that in order for the municipality to expend lodging tax funds, the City's LTAC must review and recommend proposed expenditures to City Council.
- Per state regulations, the Council may only approve awards to candidates recommended by the LTAC and only at the amount recommended unless Council submits its change in the amount to the LTAC for comment.
- All approved grant recipients must enter into a professional services agreement with the city.



Recent (2023) LTAC Recommendations

- Recommendation to fund Visit Vancouver at \$700K in 2024
- Fourteen proposals were received totaling \$549,967. LTAC recommended full or partial funding of nine projects, totaling \$157,000. Council approved all recommendations.

| Event, Festival or Project | Award Amount |
|---|--------------|
| Columbia River and Girlfriends Triathlon Festival | \$7,250 |
| George Gershwin's Rhapsody in Blue Centennial Concert | \$11,500 |
| Summer Fest 2024 | \$9,250 |
| Downtown Vancouver Information Centers | \$40,000 |
| 22nd Annual 4 Days of Aloha | \$11,500 |
| Vancouver Go Fest Celebration 2024 | \$11,750 |
| Girlfriends Breast Cancer Walk/Run | \$7,250 |
| 24th Annual Vancouver Wine & Jazz Festival | \$8,500 |
| Craft Beer & Wine Festival | \$50,000 |





Proposed 2024 Work Plan

(See Draft 2024 LTAC Meeting Schedule & Agendas)



Discussion

