

***DRAFT* 2024 LTAC Meeting Schedule & Agendas**

Meeting 1 (February 14, 2024; Noon-1:30pm)

Introduction of Members and City Staff	Kim Harless & Chris Harder
Overview of Lodging Tax Program & Role of Advisory Committee	Chris Harder & Taylor Hallvik
Review Annual Agenda & 2024 Priorities	Kim Harless & Chris Harder

Meeting 2 (March 13, 2024; Noon-1:00pm)

Vancouver Destination Master Plan Presentation & Discussion	Cliff Myers, Visit Vancouver
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Meeting 3 (April 10, 2024; Noon-1:30pm)

Kick-Off Meeting: LTAC Grant Program Criteria & Impact Reporting Evaluation	Matthew Landkamer, Whereabout Consulting
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Between Meeting Staff/Consultant Work

Assessment of current grant program

- 1:1 interviews w/ program stakeholders (~5)
- Survey to past applicants & grantees
- Insight Report – summary of current challenges and opportunities

Meeting 4 (May 8, 2024; Noon-2:00pm)

Presentation & Discussion of Insight Report	Matthew Landkamer, Whereabout Consulting
Development of LTAC Grant Criteria	Matthew Landkamer, Whereabout Consulting

Between Meeting Staff/Consultant Work

- Development of draft Grant Evaluation Framework & Tool

Meeting 5 (June 12, 2024; Noon-2:00pm)

Evaluation Tool/Framework Refinement	Matthew Landkamer, Whereabout Consulting
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Post Grant / Impact Reporting Discussion	Matthew Landkamer, Whereabout Consulting
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Between Meeting Staff Work

- Development of a new Grant Application based on approved Grant Evaluation Framework & Tool
- Publication of new Grant Application and solicitation of event vendors

Meeting 6 (August 14, 2024; Noon-1:30pm)

Review of Lodging Tax Grant Applications	LTAC

Meeting 7 (September 11, 2024; Noon-1:30pm)

Review of Lodging Tax Grant Applications	LTAC
Recommendation of 2025 Grant Awards	LTAC

Meeting 8 (October 9, 2024; Noon-1:00pm)

Review of Visit Vancouver 2024 Work	LTAC
Recommendation of 2025 LTAC Funding to <u>Visit Vancouver</u>	LTAC

Staff Work

- Staff Report and Council Packet for 2025 LTAC Grant Recommendations
- Staff Report and Council Packet for 2025 Visit Vancouver Grant