

2024 Lodging Tax Advisory Committee Recommendations to City Council

	Project Name	Organization Name	Applicant Name	Event Date/Type of Event	Description	Amount Requested	LTAC Recommended Amount
1	Columbia River and Girlfriends Triathlon Festival	WHY Community	Sherri McMillan	Aug 2024	Columbia River & Girlfriends Triathlon Festival started in 2009 with just a couple hundred athletes. Since then, the event has grown to nearly 1,500 athletes over a 3-day weekend festival. It is now the largest multisport event in the region. The event offers 12 different race categories, including a Sprint and Olympic distance Triathlon, Duathlon & AquaBike, an All-Women’s Sprint Triathlon, a 5K & 10K, and a Kids Triathlon. The 2024 event will expand in the following ways: continue to allow kids to race for free in the Kids Triathlon and the Sunset 5K to encourage Family participation for the entire weekend; bring in a different band for a concert on the Friday night Sunset 5K/10K; expand the paddle board races; apply for the event to be a national USA Triathlon qualifier; and partner with NW Blind Athletes Association to create Blind & Sighted relay teams. In 2023, 70% of the athletes were from outside the region (more than 50 miles) and attracted athletes from 3 different countries and 21 states. The goal for 2024 is 2,000 participants, including 1,400 who will pay for overnight lodging.	\$30,000	\$7,250
2	The Ne Plus Ultra Jass Orchestra - George Gershwin's Rhapsody in Blue Centennial Concert	Historic Music Preservation Project	Sammuel Murry-Hawkins	Feb 11-12, 2024	The Historic Music Preservation Project celebrates the composition of one of the most important pieces of 20th-century American music with the presentation of "George Gershwin's Rhapsody in Blue Centennial Concert", performed by The Ne Plus Ultra Jass Orchestra. The Historic Music Preservation Project was founded in 2021, dedicated to the collection, curation, recording, and performance of popular dance music of the late 19th and early 20th centuries. The Ne Plus Ultra Jass Orchestra is established as the most period-accurate vintage music ensemble performing fully orchestrated popular music of the first half of the 20th-century. Performed in collaboration with Washington Dance Creative (WDC), the event will feature an expanded 22-piece jazz orchestra, piano soloist KJ McElrath, and modern, jazz, and classical dance performances by the artists of WDC. In addition to Gershwin's masterpiece, The Ne Plus Ultra Jass Orchestra will complete the 2-hour program with iconic music from the Great American Songbook, featuring the talents the region's top jazz vocalists. The anticipated venue is Skyview Auditorium at Skyview High School. With a capacity of 1,150 patrons, the 2-day celebration has the potential of drawing 2,300 patrons to Vancouver, including 1,500 who will pay for overnight lodging.	\$50,000	\$11,500
3	Southwest Washington Walk to Defeat ALS	The ALS Assoc Oregon & SW WA	Lance Christian	May 19, 2024	The Southwest Washington Walk to Defeat ALS, established in 2004, is an annual, free community event for people living with ALS and their friends and family. The Walk to Defeat ALS raises awareness about ALS (Amyotrophic Lateral Sclerosis) and builds community connections. In a typical year the event attracts approximately 450 people. In 2024, the ALS Association of Oregon & SW WA envisions the following event enhancements: a live band to help increase foot traffic and festivity; food-carts; family friendly experiences such as face painting, balloon animals, and other kids’ games and activities. The goal for 2024 is 450 participants, including 25 who will pay for overnight lodging.	\$5,467	\$0

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4	Summer Fest 2024	The Historic Trust	Holly Chamberlain	Jun 21-Aug 24, 2024	Now entering its third year, Summer Fest 2024 is a season-long, all-ages, free celebration of community togetherness and history. The 2024 event, spanning the summer season from solstice (June 21) through the end of August, will continuously invite the regional public and tourists to enjoy and learn at Fort Vancouver National Site. While planning is in progress, anticipated events include a kick-off solstice observance, the day-long, all-ages "Picnic in the Park" in early July, and an outdoor performance series featuring a range of entertainers in varying art forms. These free events utilize and promote City-owned historic facilities and demonstrate that these legacy grounds belong to all. Summer Fest events draw an audience that is economically, culturally, and racially diverse, and all benefit from the wide range of activities. Projected attendance for 2024 is 7,500, including 150 who will pay for overnight stays.	\$30,000	\$9,250
5	Downtown Vancouver Information Centers	Clark County Historical Museum	April Buzby	Calendar year 2024	The Clark County Historical Museum is partnering with the Courtney Irvin Foundation, Vancouver's Downtown Association, Visit Vancouver, City of Vancouver Parks, Recreation, and Cultural Services Department, Vancouver Farmers Market, and Greater Vancouver Chamber of Commerce to create Downtown Information Centers in the lobby at the Clark County Historical Museum and at the Historic Slocum House in Esther Short Park. These spaces will provide a launch pad for visitors and residents to be oriented with the Downtown Vancouver experience and beyond. The goal of these spaces will be to highlight our innovative waterfront, friendly and walkable downtown, and easy access to our region's cities and attractions. As part of this project, key elements of the Information Centers will be installed, such as new reception areas, informational kiosks, focused experience-related displays, wayfinding and signage, and other basic information center elements. These assets will assist visitors and residents with navigating our local and regional businesses, events, attractions, and much more. The messaging of these centers will be in line with Visit Vancouver's current marketing and outreach strategy.	\$40,000	\$40,000
6	22nd Annual 4 Days of Aloha	Ke Kukui Foundation	Kaloku Holt	July 25-28, 2024	The 22nd iteration of 4 Days of Aloha will be held in Vancouver, WA from July 25-28, 2024. The event is a multi-location program that features a 2-day cultural workshop held at either Clark College or Groove Nation and three of the festival days are held at Esther Short Park. The cultural workshops boast a talented lineup of kumu hula (master teacher in the art of hula) and various craft artisans from the Islands of Hawai'i and the Pacific Northwest to teach their craft. Following the two-day workshop, two supplementary days are comprised of a "Concert in The Park", "Ho'ike" (recital for the workshop students), "Multicultural Celebration", "Run 4 Aloha", and the Hawaiian Festival featuring roughly 60+ of food and craft vendors and live cultural performances throughout each day. Projected attendance for 2024 is 30,000, including 2,000 who will pay for overnight lodging.	\$50,000	\$11,500
7	Vancouver Go Fest Celebration 2024	Vancouver Arena	John Park	Summer 2024	Vancouver GoFest Celebration is a two-day event that corresponds with the global Pokémon Go's official 2-day event during the summer. Pokémon is the largest media franchise in the world and Pokémon Go is a mobile walking game centered on finding virtual Pokémon while out exploring the real world. Attendees will be exploring the city over two days, visiting different businesses in Uptown, Downtown, and the Waterfront to collect stamps for their "Vancouver Passport" all while posting pictures to social media. The event would also include vendors and other activities. A similar event in Seattle drew ~60,000 people and a recent 3-hour Pokémon event in Vancouver in July 2023 had 400+	\$16,000	\$11,750

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					attendees. Projected attendance for 2024 is 2,500, including 125 who will pay for overnight lodging.		
8	Girlfriends Walk/Run	Pink Lemonade Project	Ann Marie Berryman	Oct 7, 2024	The Girlfriends Walk/Run - Half Marathon, 10K, and 6K was created in honor of Joleen Skarberg, diagnosed with breast cancer nearly 17 years ago. The purpose of Girlfriends is to bring together women affected by breast cancer with exercise, to raise awareness about breast cancer, and build a united community in the fight against breast cancer. The Girlfriends Walk/Run event is a full weekend, including an evening cocktail hour and community concert on the balcony of the AC Hotel on Friday evening, a health fair and packet pickup at the AC Hotel on Saturday, and the walk/run event on Sunday. The 2022 event exceeded the goal of 1,200 participants and brought 1,608 participants to Vancouver. Projected attendance for 2024 is 2,800, including 980 who will pay for overnight lodging.	\$30,000	\$7,250
9	City of Vancouver Promotional Tours	Columbia River Economic Development Council	Jennifer Baker	Summer & Fall 2024	The Columbia River Economic Development Council (CREDC) seeks to bring business and media professionals to the City of Vancouver, WA for familiarization tours and to market select community amenities/opportunities to out of state business and media professionals in partnership with Greater Portland Inc (GPI). The first event, scheduled for summer 2024, will be a familiarization tour designed to bring prominent industry decision-makers to Vancouver, WA, in alignment with industry priorities identified in the Clark County Comprehensive Economic Development Plan. The objective is to enhance the product knowledge of location decision executives, enabling them to promote and market Vancouver effectively with a deeper understanding and appreciation of its offerings. Projected attendance for 2024 is 40, all of which will pay for overnight lodging.	\$125,000	\$0
10	You Stay, We Pay!	Greater Vancouver Chamber of Commerce	Janet Kenefsky	Calendar year 2024	The Chamber is proposing a revised version of last year's successful program to better align with the evolving challenges facing our city. The revised program (You Stay, We Pay!) revolves around our already successful Gift Certificate program, GrowThe360, but with an expanded scope to cater to businesses during the Main Street Promise construction period. The Chamber sees this program as a unique opportunity for locals looking for a 'staycation' and a change of scenery, out-of-town professionals seeking a 'work-from-hotel' experience, and visitors who wish to explore Vancouver's vibrant Main Street, despite the ongoing construction. The program will provide hotels with the option to give out \$75 gift certificates to the first 300 guests who stay for a minimum of 2 nights. These gift certificates can be redeemed at participating businesses. Projected attendance for 2024 is 1,200, all of which will pay for overnight lodging.	\$25,000	\$0
11	PeaceHealth Apple Tree	Police Activities League of SW Washington	Jesse Jimenez	Sep 16 & 17	2024 will be the 6th annual PeaceHealth Apple Tree Marathon, Half Marathon, and Sunset 5K. This "Run Through History" takes place along a flat, fast, and scenic course through Fort Vancouver, Officer's Row, the Army Barracks, Pearson Airport, the Historical Old Apple Tree Park, and Columbia River. This event is regarded as one of the prettiest and most unique courses in the Northwest. Projected attendance for 2024 is 1,500, including 585 who will pay for overnight lodging.	\$20,000	\$0
12	24th Annual Vancouver Wine & Jazz Festival	Bravo! Vancouver	Maria Manzo	Aug 23-25, 2024	Awarded "Outstanding Tourism Event" by Clark County, the Vancouver Wine & Jazz Festival is the #1 Cultural Tourism event in Southwest WA and is one of the largest jazz festivals in the Northwest. The Festival is a celebration of the musical, visual, performing, and enological arts, and brings together GRAMMY-winning internationally acclaimed	\$35,000	\$8,500

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					musicians, regional jazz & blues bands, Northwest wines, artists, and local cuisine. The Festival draws thousands of visitors to Vancouver. Recent surveys indicate that visitors from 25 US states, Canada, China, Europe, and Japan have attended the Festival. 68% of the audience is out-of-town visitors. New in 2024 will be a “Jazz on the Waterfront” event, with a series of three free concerts that will take place at a location on the Vancouver Waterfront. Also new to 2024 will be a focus on “Women in Jazz.” Projected attendance for 2024 is 8,000, including 400 who will pay for overnight lodging.		
13	Couve Clover Run	Our City Cares	Joe Stephens	March 24, 2024	The Couve Clover run started in 2013 with just a small number of athletes. Over the last ten years this event has become one of the largest and most family-friendly Waterfront events. The 2023 Event was the largest ever, hosting 1,974 athletes from the US and Canada. Athletes traveled to Vancouver, WA from 16 states as far away as New York, Ohio, Pennsylvania, and Alaska. Couve Clover continues a commitment to hosting family-friendly events that appeal to the family and the elite athlete. Projected attendance for 2024 is 2,500, including 500 who will pay for overnight lodging.	\$20,000	\$0
14	Craft Beer & Wine Festival	Choice Charities	Rusty Hoyle	Aug 2024	2024 will mark the 11 th annual Craft Beer & Wine Festival at Esther Short Park. The festival features local craft beer, wine, and spirits from Washington and Oregon. In addition, the event will include food and craft vendors, as well as live music. The target market for the event is 25–54-year-olds, adult beverage drinkers, and/or concert goers. Projected attendance for 2024 is 8,125, including 2,500 who will pay for overnight lodging.	\$73,500	\$50,000
TOTALS						\$549,967	\$157,000

Final Recommendation to Council: 2023 City of Vancouver Lodging Tax Grant Allocation of Funding

\$157,000.00