

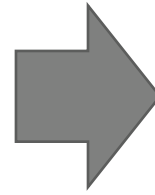
City of Vancouver

Lodging Tax Advisory Committee Grant Process Revision





Discovery
& Analysis



Strategy
Development

Phase 1: Discovery & Analysis

- Kickoff Meeting
- Background & Understanding:
Interviews & Survey
- Facilitation Design



Phase 2: Tool Development

- Workshop 1: Criteria Definition
- Evaluation Tool Development
- Workshop 2: Tool Refinement and Process
- Recap Documentation & Final Presentation



Project Deliverable

Event Name	West Coast				
	Kustoms	AirFest	Rodeo	Wine Festival	BBQ Fest
Count of projected incremental room nights	2,500	1,500	700	1,200	200
Three-year average ADR for the event month	\$ 175.00	\$ 124.00	\$ 132.00	\$ 111.00	\$ 118.00
Accommodations revenue on estimated overnight stays	\$437,500.00	\$186,000.00	\$92,400.00	\$133,200.00	\$23,600.00
Other benefit	\$ -	\$ -	\$ -	\$ -	\$ -
Total Benefit	\$437,500.00	\$ 186,000.00	\$ 92,400.00	\$ 133,200.00	\$ 23,600.00
In-Kind/Expenses	\$ 2,000.00	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -
Cash contribution from Visit Santa Maria Valley	\$ 4,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 2,000.00
Other contributions	\$ -	\$ -	\$ -	\$ -	\$ -
Total Investment	\$ 6,000.00	\$ 10,000.00	\$ 5,000.00	\$ 10,000.00	\$ 2,000.00
Raw ROI	72.92	18.60	18.48	13.32	11.80
Projected Visibility: (1) low visibility (2) medium visibility (3) high visibility	3	3	1	2	1
Alignment to interests/demographics of identified visitor segments (0 no alignment, 1 partial alignment, 2 strong alignment, 3 complete alignment)	2	2	1	3	2
Alignment to natural and unique advantages of Santa Maria (0 no alignment, 1 partial alignment, 2 strong alignment, 3 complete alignment)	2	2	2	3	3
Alignment to existing venue/accommodations capability and capacity in Santa Maria (0 no alignment, 1 partial alignment, 2 strong alignment, 3 complete alignment)	3	3	3	1	1
Alignment to Need Periods: (-3) high season (1) shoulder season (3) off season	-3	1	-3	-3	-3
Overnight Stay Multiplier (0 0-150 room nights, 1 150-300 room nights, 2 300-450 room nights, 3 >450 room nights)	3	3	3	3	3
Total Impact	10	14	7	9	7
Total Score	729.17	260.40	129.36	119.88	82.60