

Measure	Purpose	Max Points	Scoring Breakdown
Paid Lodging Nights	Paid lodging nights are a key measure of the Lodging Tax Grant Program's success. Overnight stays stimulate the local economy and directly fund future grant awards and projects.	5(6*)	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 *1 bonus point available for consulting with Visit Vancouver or similar tourism organization or service to verify estimates
Seasonality	The committee aims to boost year-round tourism in Vancouver by hosting events and promoting off-season visits, giving travelers access to more available rooms and more budget-friendly options. This eases the economic impact of the off-season and creates added opportunities for residents and visitors alike.	4	0: June-September; 2: March-May, October- November; 4: December-February
Economic Impact <i>*Visit Vancouver USA provides consultation and economic impact assessments to support your LTAC application</i>	Tourism enhances the local economy in many ways. Events and promotional efforts should aim to maximize this impact by supporting local businesses including restaurants and retailers, promoting Vancouver-based lodging, and connecting visitors with the broader community.	4	0: no local spending; 1: minimal local spending; 2: some efforts to maximize local spending; 3: comprehensive efforts to maximize local spending; 4: provide assessment of economic impact performed by Visit Vancouver or similar tourism organization or service

Sustainability	Measured by demonstrated Waste Diversion and Greenhouse Reduction as described below.	4	
Sustainability: Waste Diversion	By keeping solid waste out of landfills, we conserve precious resources, cut energy use, lower greenhouse gas emissions and other harmful pollutants, extend landfill capacity, and generate employment opportunities.		0: no or minimal demonstrated sustainability measures; 1*: typical sustainability measures; 2: exceptional sustainability measures with strong focus non-SOV and re-use/zero waste * Typical waste diversion efforts rely mainly on standard trash disposal, offering only required recycling or composting, continued use of single-use plastics, no vendor sustainability requirements, and minimal effort to educate customers.
Sustainability: Greenhouse Gas Reduction	Addressing climate change and its wide-ranging impacts starts with reducing greenhouse gas emissions — one way being fewer single-occupancy vehicle trips. The committee is looking for a clear vision of how your program or event can support these efforts.		0: no or minimal trip reduction or clean energy efforts; 1: typical non-SOV measures; 2: exceptional non-SOV measures
Equity	Proposed programs should nurture and value people of all ages, nationalities, socioeconomic backgrounds, sexual orientations, gender identities, races, and religions. Applications should clearly	3	0: No consideration of diverse populations; 1: Minimal consideration (mentions inclusivity, no specific practices); 2: Significant consideration (specific outreach or

	explain how their program supports this commitment.		accommodations for one or more groups); 3: Extensive consideration (intentional practices across multiple dimensions of diversity, with clear implementation)
Geography	The committee is seeking to increase tourism citywide, not just downtown. Events and programs should benefit and enhance Vancouver's already vibrant neighborhoods. The downtown area is outlined in the linked map .	3	0: downtown; 3: other neighborhoods
Marketing Radius	Events should demonstrate the ability to draw visitors from outside the local area, supporting the core purpose of lodging tax funds. Applications should clearly explain their marketing approach and target audience, including how these efforts translate into estimated visitor numbers.	3	0: Vancouver residents; 1: greater Portland Metro region; 2: beyond a 50 mile radius; 3: marketed outside of WA/OR region
Uniqueness	Events, festivals, and programs should be distinctive and diverse, reflecting Vancouver's Lodging Tax Committee's priorities for how grant resources are used. Applications should clearly explain what differentiates their proposed activity and how it contributes to a varied mix of offerings in the community.	2	0: Similar in content and/or audience to historic or annual events/programs; 1: Similar to existing events/programs, but uniquely positioned to advance other committee priorities (e.g., higher paid lodging nights, off-season timing, location outside downtown); 2: Unique in content and/or target audience
Execution Confidence	This scale captures the reviewer's overall confidence in an applicant's ability to	2	0: Application does not provide enough information to

	execute their proposal — not just the merit of the idea itself. While other criteria assess specific elements like marketing or economic impact, this rating accounts for risk factors like planning, budget, data/reporting reliability and experience, allowing reviewers to weigh the application holistically.		demonstrate readiness or substantiate outcome projections; 1: Application demonstrates reasonable planning and organizational capacity, though some questions or risks remain; 2: Application clearly demonstrates the experience, planning, partnerships, financial readiness, and reporting capacity necessary to execute the event
Destination Master Plan Alignment <i>* Visit Vancouver USA provides consultation and economic impact assessments to support your LTAC application.</i>	Lodging tax grants should align with the 10-year tourism strategic plan, ensuring consistent, coordinated investment toward a shared vision for the community. Applications should clearly explain how their event or program supports this long-term strategy, including its potential to grow, diversify, and sustain tourism for both new and traditional visitors.	1	0: No alignment; 1: Align with 3 or more goals
Total		32	