

2023 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	Summer Fest 2023	The Historic Trust	Holly Chamberlain	Jun 21-Aug 26	Now in its second year, <b>Summer Fest 2023</b> is a season-long, all-ages, free celebration of community togetherness and history held at the City-owned facilities at Officers Row and the West Barracks at the Fort Vancouver National Site. The event’s variety of activities appeal to a wide range of interests and invite the public to enjoy and interact with the city's signature historic site. Attendance at 2022's first time Summer Fest event series was 6,000-7,000, and is hoped to increase to 7500. Events include visual art activities, the July 2 Picnic in the Park, twice-monthly Porch Concerts featuring local music and vintage cars and more. Groups performing will represent different cultural traditions in the Pacific Northwest and beyond.	\$25,000.00	\$10,000.00
2	21st Annual 4 Days of Aloha	Ke Kukui Foundation	Kaloku Holt	Jul 20-23	The <b>4 Days Of Aloha</b> event exists to eliminate socio-economic barriers to the successful integration and assimilation of Native Hawaiians and Pacific Islanders relocating to the Pacific Northwest/continental United States and to preserve and to share traditional Hawaiian/Polynesian culture through educational programming consisting of music, dance, language, and other traditional arts. The 2023 projected audience is 20,000-30,000+. The event is a multi-location program that features cultural workshops with a talented lineup of kumu hula (master teacher in the art of hula) and craft artisans from the Islands of Hawai’i and the Pacific Northwest to teach their craft. Two festival days are comprised of a "Concert In The Park", "Ho’ike" (recital for the workshop students), "Multicultural Celebration" and "Run 4 Aloha" and the Hawaiian Festival featuring roughly 60+ food and craft vendors and live cultural performances throughout each day. This festival has become known as the largest Hawaiian gathering in the PNW and plans to remain a constant in Vancouver for years to come.	\$50,000.00	\$20,000.00
3	QR Code Banners for Waterfront, Downtown, Uptown Village	Vancouver's Downtown Association	Michael Walker	Q2 2023	All new <b>QR Code Banners</b> will improve the dissemination of visitor resources (e.g. walking maps, event listings, community information, etc.) to out of town visitors strolling through the heart of Vancouver. The Vancouver’s Downtown Association (VDA) manages the city’s nearly 200 banner locations throughout the Waterfront, Historic Core, and Uptown Village. VDA has created a new “Explore Downtown” banner series, which features a QR code that will direct users to the Visit Vancouver webpage featuring downtown visitor resources: walking map, events listings, public art map, First Friday listings, and more. The QR code is tied to an analytics platform which will track visitor data informing us of daily usage, location, and origin.	\$15,000.00	\$10,000.00
4	Vancouver Arts Festival	Vancouver Symphony Orchestra	Igor Shakhman	Aug 4-6	The all new, large-scale, multi-day <b>Vancouver Arts Festival</b> will celebrate arts and culture in Vancouver. A partnership between the Vancouver Symphony Orchestra (VSO) and the M.J. Murdock Charitable Trust, the event will produce a public artistic series featuring different themes and intermittent educational activities. The festival will include multiple performances including a free outdoor concert conducted by VSO Maestro Salvador Brotons and a family-friendly concert for younger audiences. Nationally acclaimed music conductor Gerard Schwarz will conduct a major American music program. A large audience of at least 30,000 people is anticipated.	\$50,000.00	\$20,000.00

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5	Luminaria Dia de Muertos 2023	Vancouver Ballet Folklorico	Anna Cruz	Oct 21	<b>Luminarias/Dia de Muertos</b> is a community and inclusive event to celebrate and honor our departed loved ones, family and friends. Celebrating Dia de Muertos is engaging in a cultural celebration observed at large in Mexico and presently in many places around the world. The Vancouver event started in 2021 when there was a reported attendance of 700 people, and it grew to close to 3,000 in 2022. This year with an increased number of advertising postcards made available from ARTSTRA, the event was enhanced with food carts and local organizations whose focus is to work with the Hispanic/Latino community that joined to promote their organizations and to set-up ofrendas/altars. Participants took part in activities, enjoyed food, visited altars, had their face painted, decorated clay skulls and children created art at different stations or had their pictures taken in the wooden cut-outs and more. Dia de Muertos is something destined to stay in our city and to grow as an inclusive community event that is a celebration of life, an opportunity to honor our departed ones, and a peaceful setting to heal, forgive, love and let go.	\$10,000.00	\$5,000.00
6	Clark County Open Studios	Artstra	Jennifer Williams	Nov 4-5	<b>Open Studios</b> is a free self-guided tour where local artists open their studios to the public and share how, why, and where their art is created. The Open Studios tour supports the development of a rich cultural climate, enhances the City's image, and encourages the growth of the local economy through the arts. This annual event begins with a preview exhibit and reception on Vancouver's First Friday Art Walk in November. Downtown galleries support Open Studios and have donated their space for the preview exhibition every year and are eager to do so with attendance averaging 600 visitors on First Friday. Following the reception, 50 artists open their studio doors to visitors from around the region. The most recent grant report from 2019 counted 1771 visitors, up 40% from the previous year. Twelve percent of visitors came from more than 50 miles from Vancouver, 17% of visitors came from outside Washington State, and 20% of visitors came from outside of Clark County. As the Open Studios program continues to grow in popularity, we strive to heighten our marketing and promotion of the event to expand and enhance our visibility. In doing so, we are requesting funding for radio and TV advertising with OPB, with the goal of reaching a larger, engaged, and influential audience.	\$10,000.00	\$5,000.00
7	2023 RevitalizeWA State Conference	Vancouver's Downtown Association	Michael Walker	Oct 11-15	Vancouver’s Downtown Association is recruiting the <b>RevitalizeWA Conference</b> to Vancouver in 2023. RevitalizeWA is Washington State’s annual preservation and downtown revitalization conference. The conference is designed to educate on issues affecting Main Street districts, the preservation of historic places, and cultural resource protection practices; highlight existing preservation and revitalization efforts; and help communities plan for the future. The conference provides educational sessions, tours, networking events, and the presentation of Washington’s annual Excellence on Main Awards. The event will occur throughout downtown, activating venues located at the Waterfront, Historic Core, and Officers Row. A strong financial match is required for a community to be competitive, and VDA is working to solicit resources from a variety of community stakeholders.	\$25,000.00	\$13,000.00
8	Vancouver GoFest & Community Days	Vancouver Arena	John Rudolph Park	June 3-4 and monthly community days	<b>GoFest</b> is a new event in Vancouver for Pokemon GO. Pokémon Go is a free smartphone app that combines gaming with the real world. The game uses location tracking and mapping technology to create an 'augmented reality' where players catch and train Pokémon characters in real locations. The event will be run from Fort Vancouver, but attendees would disperse across the city after checking in. The current monthly Pokemon GO events have 300-500 people attending a 3-hour event, so a conservative goal for GoFest event would be 1000 people. A similar 2022 event in Seattle drew 60,000 people. Event elements include a "Vancouver Passport" where	\$20,000.00	\$8,000.00

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					participants would collect stamps from businesses; a game augmented reality mode where players can take a photo with their Pokemon and post their pictures to Twitter #VancouverWA; and professional cosplay actors to interact with people and participate in photos. Pokemon GO appeals to people from all walks of life. Their Facebook group has ~1,000 members that is almost exactly 50/50 split between genders. The age group is 10% under 25, 35% between the age of 25-34, 50% 35+. The core audience are people who grew up watching the cartoon and playing the games but now have families of their own.		
9	Great River Arts Festival (GRAF)	Ricky Gaspar	Ricky Gaspar	Sep 2	<b>Great River Arts Festival (GRAF)</b> was started in 2021 by two local tattoo artists to create a platform and space for artists to create murals and grew in 2022 to include an alley way market and artist tours. Strengthening unity through diversity, GRAF is a celebration of art, culture, history and community. The goal is to showcase and support northwest and world-renowned artists, to curate and grow a visual multicultural historic arts district experience through murals and interactive digital content, and to share a diverse exchange with multicultural vendors, food, and live music and dance performances. Founded by owner/artist Ricky Gaspar and artists Heysus Torralba and Manuel Villagran from Local Boy Tatau, GRAF has seen two consecutive years of success. Starting off in 2021 the event completed 12 new murals at 6th and Broadway, and then in 2022 completed 15 new murals throughout downtown from 5th to 15th street. The event supports young and emerging artists, providing a platform and a space to create. QR code plaques, digital content and web media will be added to enhance the walkability and interactivity of the event.	\$50,000.00	\$20,000.00
10	Columbia River and Girlfriends Triathlon Festival	WHY Community	Sherri McMillan	Aug 11-13	<b>Columbia River &amp; Girlfriends Triathlon Festival</b> started in 2009 with just a couple hundred athletes and over the last 15 years, has grown to nearly 1500 athletes over a 3 day weekend festival to be the largest multisport event in the region. The 2023 event will expand in the following ways: continue to allow kids to race forFree in the Kids Triathlon and the Sunset 5K to encourage Family participation for the entire weekend, bring in a different band for concert to the Friday night Sunset 5K/10K, expand the paddle board races, apply for the event to be a national USA Triathlon qualifier, and add a First Responder Relay to bring community and first responders together. 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. In 2022, 70% of the athletes were not local and drove more than 50 miles to attend the event.	\$30,000.00	\$14,000.00
						\$285,000.00	\$125,000.00

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

**\$125,000.00**