AGENDA
LODGING TAX ADVISORY COMMITTEE

DATE: September 28, 2026

TIME: 4:30 pm – 5:30 pm

PLACE: This meeting will be conducted in person at City Hall in the 1st Floor Conference Room, Suite 111. Any member of the public wishing to speak at the meeting and is unable to attend in person should contact the city clerk's office, cityclerk.info@cityofbg.org.

LTAC: Aimee Vaile, Chair, Battle Ground City Council
Alkesh Patel, Collector
Trent Niarkos, Collector
Jessica Cole, Generator
John Idsinga, Generator

AGENDA ITEMS:

1. Review and approval of minutes for July 27, 2026
2. Review of accounts payable 2026:
   2026
   - Best Western $1,500
3. Cash Balance - $320,786
4. Old Business
   - None
5. New Business
   - Applications for 2027 lodging activities review and approval
6. Next Committee Meeting: TBD

- This institution is an equal opportunity provider and employer.
- Información será traducida al español a petición de *cityclerk.info@cityofbg.org*.
- Информация имеется на русском языке по запросу на *cityclerk.info@cityofbg.org*.
- 如需相关信息的中文版本，请来函索取：*cityclerk.info@cityofbg.org*
- Za informacije na bosanskom jeziku obratite se na adresu *cityclerk.info@cityofbg.org*
- Ang impormasyon ay makukuha sa Tagalog sa pamamagitan ng kahilingan sa *cityclerk.info@cityofbg.org*
- Gửi yêu cầu nhận thông tin sẵn có bằng tiếng Việt đến *cityclerk.info@cityofbg.org*

MINUTES
LODGING TAX ADVISORY COMMITTEE

DATE: July 27, 2026

TIME: 4:30 pm – 5:30 pm called to order at 4:30pm

PLACE: This meeting will be conducted in person at City Hall in the 1st Floor Conference Room, Suite 111. Any member of the public wishing to speak at the meeting and is unable to attend in person should contact the city clerk's office, cityclerk.info@cityofbg.org.

LTAC: Aimee Vaile, Chair, Battle Ground City Council (present)
Alkesh Patel, Collector (present)
Trent Niarkos, Collector (present)
Jessica Cole, Generator (present)
John Idsinga, Generator (present)

AGENDA ITEMS:

1. Review and approval of minutes for September 8, 2025 Al Patel made a motion to approve the minutes as presented, Jessical Cole seconded, minutes passed unanimously.
2. Review of accounts payable end of 2025 and 2026 thus far: Finance Director Meagan Lowery went over Accounts Payable items from the end of 2025 and thus far in 2026.
   2025
   - Harvest Days $39,843
   - Best Western $402.16
   - Evoke Cascadia $2,500

   2026
   - Best Western $9,047
   - Southwest Washington Winery Association $10,000
3. Cash Balance - $302,910 Finance Director Meagan Lowery gave the cash balance to the Committee.
4. Old Business
   - None
5. New Business
   - Review of allowable uses of lodging tax under state law
     i. Tourism marketing
     ii. Marketing and operations of special events and festivals designed to attract tourists
     iii. Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district, including repayment of general obligation bonds or revenue bonds for eligible capital projects
     iv. Operations of tourism-related facilities owned or operated by nonprofit organizations (but not capital expenditures)
         1. "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

2. “Tourism promotion” means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

v. The entities that may apply for lodging tax are:
   1. Convention and visitors bureaus
   2. Destination marketing organizations
   3. Nonprofits, including main street organizations, lodging associations, or chambers of commerce
   4. Municipalities

Finance Director Meagan Lowery went over the allowed uses of the lodging funds.

- Proposed lodging tax application scoring system Committee discussed proposed scoring system but decided to follow prior year format of discussing applications and funding based on discussions.

6. Next Committee Meeting: Next Committee Meeting September 28, 2026

Meeting Adjourned at 5:37pm

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CITY OF BATTLE GROUND
LODGING TAX FUND

REVENUE 108-0000-313-31-00 (CASH BASIS)

	2022	2023	2024	2025	2026
Jan	6,975	5,846	5,355	1,143	8,472
Feb	6,906	5,014	5,760	5,179	5,688
March	6,377	5,471	5,239	6,058	5,440
Apr	6,837	5,581	6,177	1,005	5,183
May	8,476	5,763	6,424	5,453	6,979
Jun	9,887	5,230	6,988	1,597	6,276
Jul	10,363	6,680	7,338	7,369	8,372
Aug	11,680	7,253	9,380	9,321	9,051
Sep	9,270	8,936	10,190	11,082	
Oct	8,542	9,448	2,631	12,048	
Nov	6,775	6,734	7,415	9,129	
Dec	7,808	6,549	14,877	1,260	
Sub-Total	**99,896**	**78,506**	**87,775**	**70,643**	**55,461**
Interest	3,590	12,290	13,303	11,558	7,231
Total	**103,485**	**90,796**	**101,078**	**82,201**	**62,692**
Budget	52,959	68,018	68,728	70,000	70,700

Actual Expenditures	**2022**	**2023**	**2024**	**2025**	**2026**
Best Western - Advertising					
Plan B advertising	$ 29,595	$ 20,400	$ 10,000	$ 5,000	$ 4,500
Milestone	$ 10,098	$ 13,356	$ 10,000	$ 5,000	$ 5,000
Pamplin Media Group - Holiday Events Guide	$ 13,979				
WSDOT Motorist Signs	$ 1,047	$ 1,047	$ 1,047	$ 1,047	$ 1,047
Koin 6 News campaign	$ 4,680	$ 15,225			
Subtotal	$ 59,398	$ 50,028	$ 21,047	$ 11,047	$ 10,547
Whisper Community					
Resolution Run	$ 2,500				
General Federation of Women Club					
Ladybug Bazaar - Advertising	$ 671	$ 1,045	$ 2,000	$ 633	
Battle Ground Art Alliance					
Battle Ground Festival Association	$ 44,473	$ 52,279	$ 64,096	$ 30,870	
Pig Jam	$ 7,000				
Clark County Historical Society Walking Tour		$ 1,000			
Southwest washington Winery Association			$ 5,000	$ 5,000	$ 10,000
Evoke Cascadia Battle Ground Pride				$ 2,500	
Transfer to interal funds (Harvest Days)		$ 7,721		$ 8,973	
Total	**$ 114,042**	**$ 112,073**	**$ 92,143**	**$ 56,522**	**$ 20,547**
Budget	**$ 120,345**	**$ 120,345**	**$ 93,606**	**$ 106,105**	**$ 118,972**

Cash Balance	$ 278,313	$ 299,941	$ 319,551	$ 309,512	**$ 320,786**

2026 Lodging Tax Application Summary

1. **Organization Requesting Tax Fund:** City of Battle Ground – Battle Ground

   Event/Activity Description: The City proposes to develop a professionally produced tourism video that showcases the community's attractions, events, local businesses, outdoor recreation, dining, shopping, and unique community experiences. The video will be used as a marketing tool to increase awareness of Battle Ground as a destination and encourage visitors from outside the local area.

   Requested Funds: $8,000

   Total Cost: $8,000

2. **Organization Requesting Tax Fund:** Evoke Cascadia

   Event/Activity Description: The Battle Ground Film Fest will be a 1-day film festival held at Battle Ground Cinema featuring a mix of full-length films and independent shorts, along with well-known films highlighting stories and perspectives that are often underrepresented in mainstream cinema. Partnerships with local restaurants will be made encouraging attendees to dine locally.

   Requested Funds: $3,500

   Total Cost: $8,500

3. **Organization Requesting Tax Fund:** Battle Ground Art Alliance

   Event/Activity Description: "Battle Ground Art & Seek" is a signature cultural tourism event designed to activate the city's commercial core and showcase regional creative talent over a multi-week experience. Beginning in mid-September and culminating on Friday, October 1, visitors and locals will use interactive event maps to explore participating shops, restaurants, and tasting rooms, discovering hidden local artwork and collecting merchant stamps for prize drawings.

   Requested Funds: $8,000

   Total Cost: $8,620

4. **Organization Requesting Tax Fund:** City of Battle Ground

   Event/Activity Description: Magic on Main is a community holiday celebration designed to attract visitors to downtown Battle Ground and encourage local and overnight tourism during the holiday season. The City will partner with local

businesses and community organizations to build up on existing holiday traditions, including the holiday tree lighting, Battle of the Lights, and holiday bazaars.

Requested Funds: $20,000

Total Cost: $20,000

5. **Organization Requesting Tax Fund:** City of Battle Ground

   Event/Activity Description: City would seek and contract with a Tourism Support Services consultant to provide the creation of a tourism website, Battle Ground map brochure, and seek new partnerships and event opportunities to increase visitors in the area.

   Requested Funds: $15,000

   Total Cost: $15,000

6. **Organization Requesting Tax Fund:** Battle Ground Festival Association

   Event/Activity Description: Harvest Days is a 4-day event that takes place mostly at the Battle Ground High School and on the streets of Battle Ground. It consists of a carnival, car cruise, parade, Kids market, fireworks, etc. This is the biggest event held in Battle Ground and multiple local businesses report this as their highest earning weekend of the year with the added volume of people who attend the events.

   Requested Funds: $84,939.50

   Total Cost: $97,939.00

7. **Organization Requesting Tax Fund:** Evoke Cascadia

   Event/Activity Description: Battle Ground Pride is a 1-day festival designed to foster community engagement, support local businesses, and attract visitors to the City. Event includes live performances, artisans, nonprofit resource booths, and interactive activities.

   Requested Funds: $7,500

   Total Cost: $20,000

8. **Organization Requesting Tax Fund:** Best Western Plus, Battle Ground

   Event/Activity Description: Online advertising on all third party sites and Google advertisements, and priority placement advertising on third party travel websites.

Requested Funds: $24,000

Total Cost: $24,000

9. **Organization Requesting Tax Fund:** Best Western Plus, Battle Ground

   Event/Activity Description: Milestone Marketing – SEO special packages online marketing.

   Requested Funds: $19,368

   Total Cost: $19,368

10. **Organization Requesting Tax Fund:** Best Western Plus, Battle Ground

    Event/Activity Description: Highway directional signs that help guests to locate Best Western Plus Battle Ground Inn & Suites.

    Requested Funds: $1,047

    Total Cost: $1,047

11. **Organization Requesting Tax Fund:** General Federation of Women's Club – Battle Ground

    Event/Activity Description: Tourism marketing for the Ladybug Bazaar – The Ladybug Bazaar is an annual event that has been ongoing since 1967. All vendors reside in Clark County and all items for sale are handmade. Profits from the Bazaar are returned to the Battle Ground community via the Family Community Resource Center, The North County Community Food Bank, High School senior scholarships, the Battle Ground Education Foundation. Visitors come from southwest WA as wells as the Portland metropolitan area and are exposed to local businesses and restaurants during their visit.

    Requested Funds: $2,000

    Total Cost: $6,600