

Port of Vancouver USA

Board of Commissioners Meeting

NOVEMBER 23, 2021



Open Forum

To provide public comment during the virtual board meeting, you must register no later than 12:00 p.m. on Monday, November 22, 2021 by emailing povcommissioners@portvanusa.com * *



Public Hearing:

2022 Final Budget

Action Item E-1 and E-2

To provide comment during the public hearing, you must register no later than 12:00 p.m. on Monday, November 22, 2021 by emailing povcommissioners@portvanusa.com **



Action Items



Action Item E-1

Approve Resolution 4-2021:
Authorizing an Increase in Regular Tax
Levy

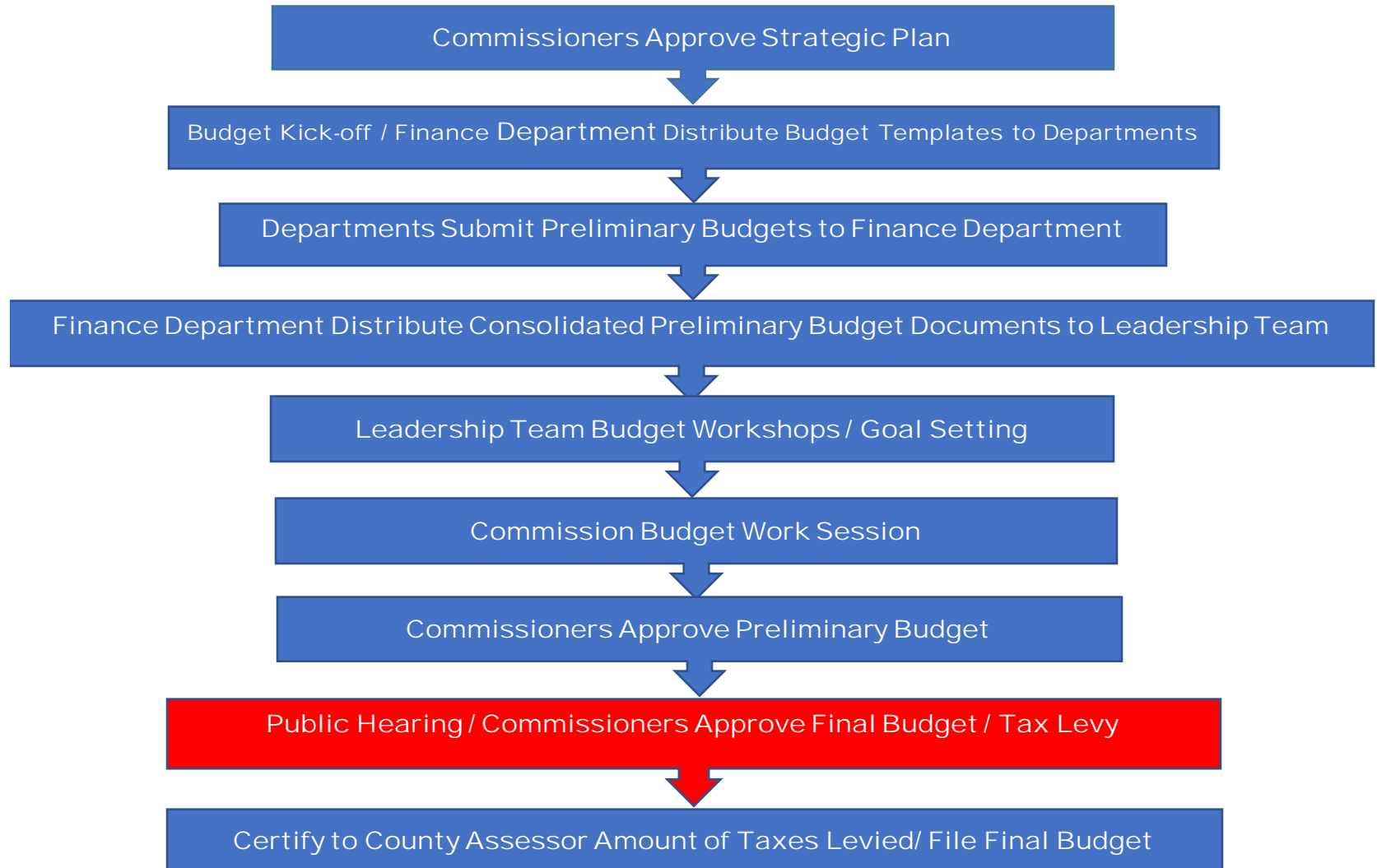


Action Item E-2

Approve Resolution 5-2021: Adoption
of 2022 Final Budget



Port Budget Process



2022 Final Budget

SOURCES

Operating Revenues

15-Rail	914,466
16-Finance & Accounting	76,000
18-Commercial	370,611
19-Industrial	11,849,520
20-Facilities	150,000
21-Marine Operations	19,975,896
22-Security	575,345
40-Marine Terminal	8,801,699

Total Operating Revenues	\$ 42,713,537
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Non-operating Revenues

Ad Valorem Taxes	12,645,198
Interest Income	667,158
Grants & Other Contributions	2,195,000
Proceeds from Sale of Property	10,000
Other	78,600

Total Non-operating Revenues	\$ 15,595,956
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Total Revenues	\$ 58,309,493
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Transfer from General Fund/Financing	\$ 14,357,611
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TOTAL SOURCES	\$ 72,667,104
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USES

Operating Expenses

05-Executive	907,714
06-Economic Development	636,218
10-Administration	1,553,340
11-External Affairs	1,852,649
12-Information Technology	1,425,829
13-Procurement & Contracts	535,922
14-Human Resources	455,360
15-Rail	1,380,921
16-Finance & Accounting	2,446,514
17-Sales	1,967,828
18-Commercial	280,479
19-Industrial	1,682,500
20-Facilities	6,842,964
21-Marine Operations	1,336,670
22-Security	2,612,875
32-Environmental	1,390,776
40-Marine Terminal	9,561,175

Total Operating Expenses	<u>\$ 36,869,733</u>
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Non-operating Expenses

Debt Service	10,743,894
Environmental Remediation	1,225,349
Other Non-Operating Expenses	455,000

Total Non-operating Expenses	<u>\$ 12,424,243</u>
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Total Expenses	<u>\$ 49,293,976</u>
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Capital Projects	\$ 23,373,128
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TOTAL USES	<u>\$ 72,667,104</u>
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**Port of Vancouver
2022 Capital Budget**

Description	2022
Maintenance	
Maintenance: Bank Stabilization, and Permitting	20,000
Maintenance: Buildings - Bldg. 2001 Roof, Gutters, Downspouts	1,100,000
Maintenance: Buildings - Bldg. 2480 Roof, Gutters, Downspouts	465,000
Maintenance: Docks and Fender Pilings	50,000
Maintenance: Drainage and Utilities	10,000
Maintenance: Drainage and Utilities - T3 Check valve Replacement	100,000
Maintenance: Drainage and Utilities - T2 Stormwater Pond Fence Replacement	20,000
Maintenance: Drainage and Utilities - T2 Stormwater Reconfiguration	20,000
Maintenance: Mechanical/HVAC - Bldg. 2480 HVAC	30,000
Maintenance: Mechanical/HVAC - Bldg. 2851 3 HVAC	75,000
Maintenance: Mechanical/HVAC - Bldg. 2601 HVAC	30,000
Maintenance: Mechanical/HVAC - Sprinkler System Replacements	500,000
Maintenance: IT - Gateway TV Monitor	5,000
Maintenance: IT - Dell Servers	85,000
Maintenance: IT - Video Management Servers	130,000
Maintenance: Paving and Striping T2 Phase 3	1,100,000
Maintenance: Rail	50,000
Maintenance: Tenant Improvements	250,000
Maintenance: Vehicles and Equipment - Wheel Balancer	15,000
Maintenance: Vehicles and Equipment - Oil System	25,000
Maintenance: Vehicles and Equipment - Lift Truck	45,000
Maintenance: Vehicles and Equipment - Pickup	50,000
Maintenance: Vehicles and Equipment - Service Van	55,000
Maintenance: Vehicles and Equipment - Pickup	50,000
Maintenance: Vehicles and Equipment - SUV	57,000
Maintenance: Vehicles and Equipment - Reach Fork Truck	100,000
Maintenance: Vehicles and Equipment - Grader	500,000
Maintenance: Water System Improvements - Phase 4 & 5 Generator	400,000
Subtotal: Maintenance	5,337,000



Environmental	
Environmental: Purchase of Mitigation Credits	130,000
Subtotal: Environmental	130,000
Industrial	
Industrial: Lot 2 CIP Improvements	500,000
Industrial: Parcel 7 Entitlement	375,000
Subtotal: Industrial	875,000
Recreation	
Recreation: Trail System - Segment 4	280,000
Subtotal: Recreation	280,000
Terminal	
Terminal: Bulk Mineral Facility - Flopgate	1,800,000
Terminal: Site Improvements: Parcel 3	100,000
Terminal: Site Improvements - T4 Tenant Improvements	800,000
Subtotal: Terminal	2,700,000
Terminal Rehabilitation and Improvement Program (TRIP)	
TRIP: Bank Stabilization, and Permitting - Terminal 4 Bank Stabilization	1,550,000
TRIP: Dock Improvements - Terminal 5 Berth 17	7,618,600
Subtotal: TRIP	9,168,600
T1 Waterfront	
Waterfront: Cascade Street Wall Construction	300,000
Waterfront: Renaissance Trail Phase 1	1,200,000
Waterfront: Design and Permitting for T1 Dock Replacement	500,000
Waterfront: Removal of Terminal 1 Building and Hotel	1,400,000
Waterfront: Ground Stabilization - Renaissance Trail Phase 2 - Design Verification	50,000
Subtotal: T1 Waterfront	3,450,000
Labor Capitalization	1,432,528
Total: Capital Projects	23,373,128
Grants and Other Contributions by Project	
Waterfront: Renaissance Trail Phase 1 - Grant - RTC	(485,000)
Waterfront: Renaissance Trail Phase 1 - Grant - WSDOT	(500,000)
Waterfront: Removal of Terminal 1 Building and Hotel - Grant - DOC	(980,000)
Maintenance - IT: Cybersecurity - Grant - FEMA	(30,000)
Recreation: Trail System - Segment 4 - Grant - RTC	(200,000)
Subtotal: Grants and Other Contributions	(2,195,000)
Total: Capital Projects - Net	21,178,128



Action Item E-3

Approve Public Works Contract Bid
21-40: Berth 17 Dock Fender System
Replacement



Unfinished Business



New Business



CEO Report



CEO Report H-1

Action taken under Resolution 2-2020:
Declaration of Local Emergency and
Delegation of Authority of Emergency
Powers



CEO Report H-2

Visit Vancouver USA



State of tourism & our local visitor economy

CLIFF MYERS,
President & CEO

VISIT VANCOUVER
WASHINGTON



AGENDA

- 1. Intro/Overview**
- 2. Destination Marketing & Visit Vancouver**
- 3. Our Local Visitor Economy & the Effects of the Pandemic**
- 4. What's Next?**
- 5. Questions**





State of tourism & our
local visitor economy

Destination Marketing & Visit Vancouver

CLIFF MYERS,
President & CEO

VISIT VANCOUVER
WASHINGTON 

state of tourism & our local visitor economy

• As the official destination marketing organization for Vancouver & Clark County, **Visit Vancouver's mission is to increase visitor spending** through competitively marketing the area as a destination for meetings, conventions, sporting events, group tours, and leisure travelers.

• In short, **our job is to influence demand** by leveraging the power of destination sales & marketing.



destination marketing & Visit Vancouver



[Link to YouTube video](#)



CURRENT FUNDING

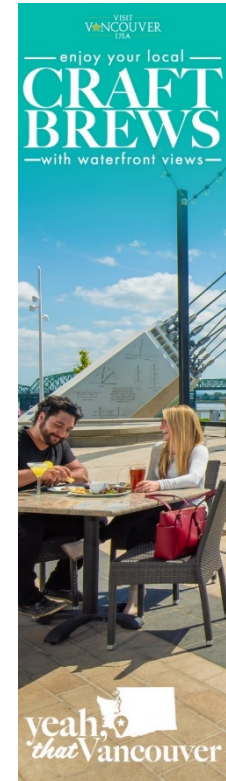
- **Lodging Tax:** 15% of 4% tax on stays of less than 30 days; approx. 50% for Conv Center debt service, remaining 35% for LTAC and similar
- **Tourism Promotion Area:** \$2/room/night (since 1998)
- **Private:** online advertising sales

	Pre COVID	Current
Public Funding (of 4% lodging tax)	15% = \$.390	15% = \$.234
Self-Assessed Fees (TPA per room)	\$2 = \$1.26	\$2 = \$.850
Private Funding	<u>\$0.02</u>	<u>\$0.02</u>
TOTAL	\$1.67	\$1.10



2019

Marketing & communications



Group sales

	<u>Leads</u> <u>Distributed</u>	<u>Definites</u> <u>Booked</u>	<u>Future</u> <u>Room</u> <u>Nights</u>
2019	218	104	29,366

2020

Marketing & communications

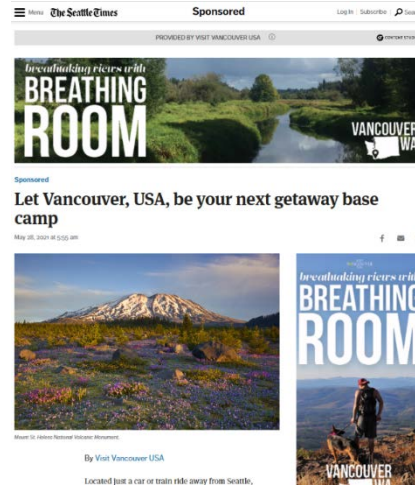
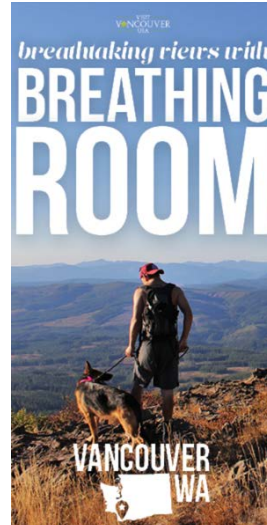


Group sales

	<u>Leads</u> <u>Distributed</u>	<u>Definites</u> <u>Booked</u>	<u>Future</u> <u>Room</u> <u>Nights</u>
<u>2020*</u>	86	23	12,390
*Includes 52 group cancellations			

2021

Marketing & communications



Group sales

	<u>Leads</u> <u>Distributed</u>	<u>Definites</u> <u>Booked</u>	<u>Future</u> <u>Room</u> <u>Nights</u>
<u>2021 YTD*</u>	64	27	11,945
*Includes 22 group cancellations			

Key performance Metrics

GROUP ROOM NIGHTS

- Future booking commitments & actualized pick up reports

SPORTS EVENTS

- Future booking commitments & actualized pick up reports

CLARK COUNTY HOTEL PERFORMANCE

- Weekly/Monthly hotel data (occupancy/ADR/RevPAR) provided by STR

OVERALL ECONOMIC IMPACT

- Tourism Economics data provided by WTA

DATA ANALYTICS RESEARCH & DEVICE TRACKING

- Datafy (previously See Source)



What's the impact of our work?

Since 2005, Visit Vancouver USA has invested more than **\$16 million** in sales and marketing programs designed to expand the local visitor economy.

During that same time period, we've helped directly book more than **244,000 room nights**.

Prior to the pandemic, tourism annually supported **\$554 million** in spending and **4,723 jobs**.



An aerial photograph of a wooden pier extending into a body of water. The pier is made of light-colored wooden planks and has metal railings. Several people are walking on the pier. The water is a deep teal color. In the background, there are large grey rocks and a bridge structure with white cables.

State of tourism & our local visitor economy

Our Local Visitor Economy Effects of the Pandemic

CLIFF MYERS,
President & CEO

**VISIT VANCOUVER
WASHINGTON** 

A Worthy Destination

It's no secret Clark County is booming.

In the tourism sector, what is still somewhat underappreciated is the fact that Vancouver & Clark County have emerged as a fantastic destination worth visiting.



A Worthy Destination

There are now **38 HOTELS & OVER 3,000 HOTEL ROOMS** in the local market. There are at least three **more hotels currently under construction** and even more in different stages of development. **Indeed, supply is not the issue here!**



There are **668 FANTASTIC RESTAURANTS** operating throughout Vancouver & Clark County, attracting renowned chefs & food travelers.



TOURISM IMPACT

Tourism provides strong benefits to our local economy and creates positive effects that ripple throughout the entire business community.



In 2019, visitors to Clark County generated a total economic impact of **\$554.8 million**

Tax revenue collected from Clark County visitors in 2019 totaled **\$65.8 million** in state & local taxes



Clark County tourism created **\$142 million** in job earnings

CLARK COUNTY TOURISM IN 2019

Diverse set of visitors

- Business travelers
- Leisure visitors
- Convention attendees
- Sports participants

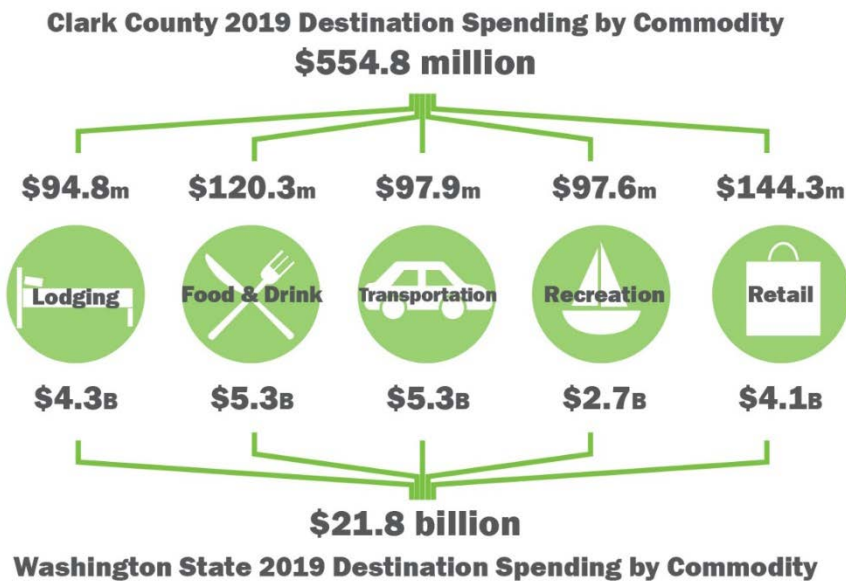
69.6% annual average hotel occupancy

4.61 million visitors (includes day visitors)

29,366 future group room nights booked

2019

Clark county Visitors contribute



Source: Tourism Economics

SLEEP

EAT

MOVE

ENJOY

SHOP



2020

CLARK COUNTY

Visitation (000's)

Commercial Lodging	637 (18.4%)
Visiting Friends & Relatives	543 (15.6%)
Day Visitors	<u>2,291</u> (66.0%)
TOTAL	3,471

spending (\$M)

Commercial Lodging	\$184.0
Visiting Friends & Relatives	\$ 83.2
Day Visitors	<u>\$127.7</u>
TOTAL	\$394.9
State & Local Taxes	\$64.7M

Source: Tourism Economics / Washington Tourism Alliance



2020

PER VISITOR SPENDING

Commercial Lodging	\$288.85
Visiting Friends & Relatives	\$ 153.22
Day Visitors	\$ 55.74

Source: Tourism Economics / Washington Tourism Alliance



2020 vs. 2019

<u>Clark County Hotel Performance (STR)</u>			
	<u>2020</u>	<u>2019</u>	<u>% Difference</u>
Occupancy %	52.2	69.7	-25.1%
ADR (\$)	90.6	113	-19.9%
RevPAR (\$)	47.3	78.8	-40.0%
Room Revenue			-39.8%
Rooms Sold			-24.9%



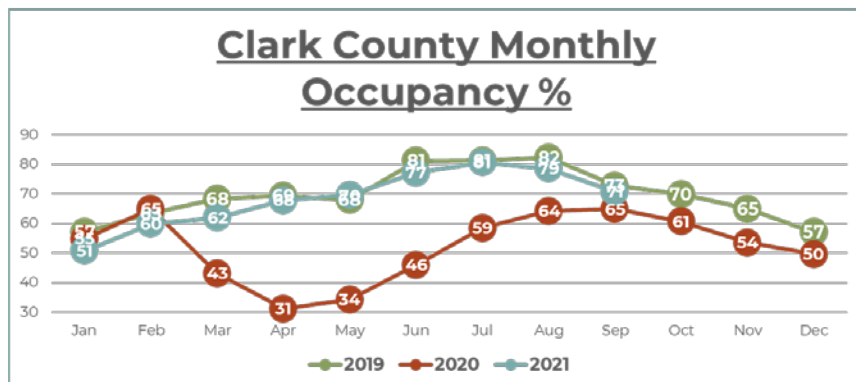
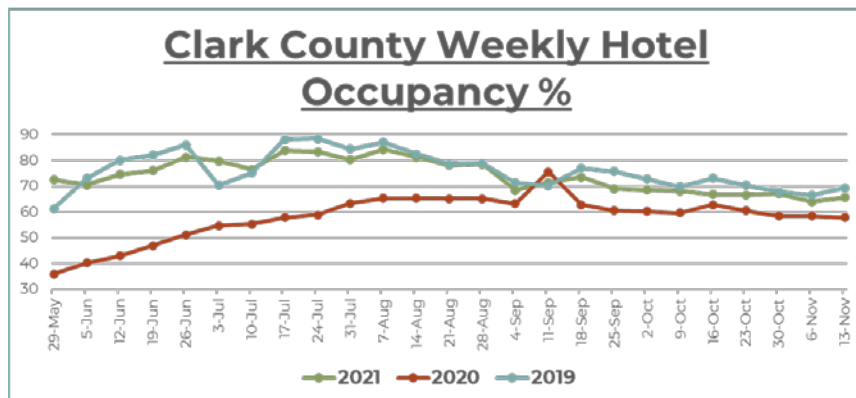
2020 vs. 2019

<u>Clark County Visitor Economy (Tourism Economics / WTA)</u>			
	<u>2020</u>	<u>2019</u>	<u>% Difference</u>
Total Visitors (millions)	3.43	4.61	-25.6%
Total Visitor Spending (\$millions)	\$374.9	\$554.8	-32.4%
Total Visitor Generated Taxes (\$millions)	\$45.3	\$65.8	-31.2%

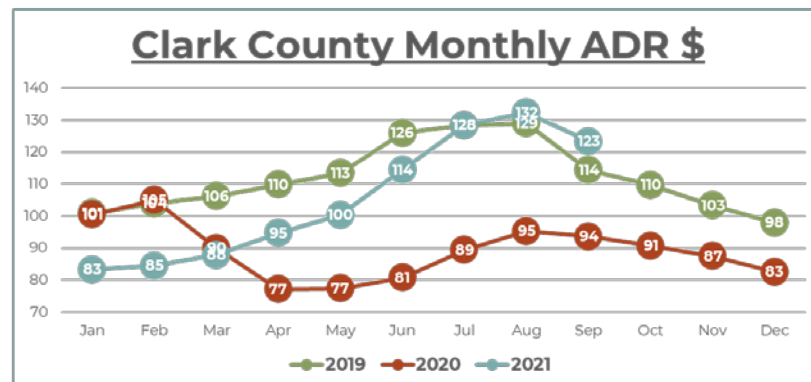
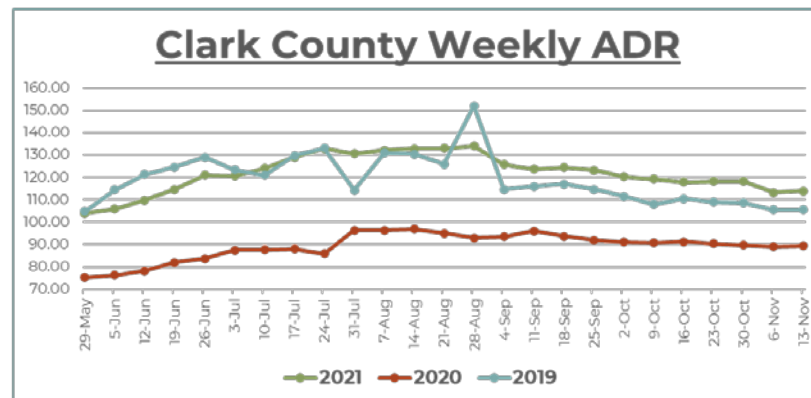


effects of pandemic

OCCUPANCY (%) 2019-2021



ADR (\$) 2019-2021



An aerial photograph of a wooden pier extending into a body of water. Several people are walking on the pier, and a bicycle is parked. A teal rectangular box is centered over the pier. The background shows the water and a rocky shoreline.

State of tourism & our local visitor economy

What's Next?

CLIFF MYERS,
President & CEO

**VISIT VANCOUVER
WASHINGTON** 

what's next

VISIT **VANCOUVER**
WASHINGTON



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MARKETING/COLLATERAL

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Montserrat Regular

LETTERS

Century Regular

BRAND UPDATE

- PRINTED COLLATERAL
- BRAND VIDEOS
- DESTINATION PHOTOGRAPHY
- DIGITAL ADS
- SCAVENGER HUNT PASS
- LANDING PAGE
- URL & EMAILS



what's next?

Increased investment for Destination Marketing

Regional
DMO
Funding
(pre-COVID)

PORTLAND	\$27,469,155
SEATTLE	\$23,990,698
SPOKANE	\$5,098,617
SALEM	\$4,411,793
BEAVERTON	\$3,778,000
BEND	\$3,315,270
EUGENE	\$2,934,497
YAKIMA	\$2,842,601
TACOMA	\$2,607,816
TRI-CITIES	\$2,486,509
LINCOLN CITY	\$2,065,055
VISIT VANCOUVER	<u>\$1,670,291</u>



what's next?

Increased investment for Destination Marketing (\$MIL)

	Pre COVID	Current	Proposed
Public Funding (of 4% lodging tax)	15% = \$.390	15% = \$.234	<u>\$700K for 2022</u>
Self-Assessed Fees (TPA per room)	\$2 = \$1.26	\$2 = \$.850	<u>\$5 = \$2.13</u>
Private Funding	<u>\$0.02</u>	<u>\$0.02</u>	<u>\$0.15</u>
TOTAL	\$1.67	\$1.10	\$3.06



what's next?

Tourism master plan



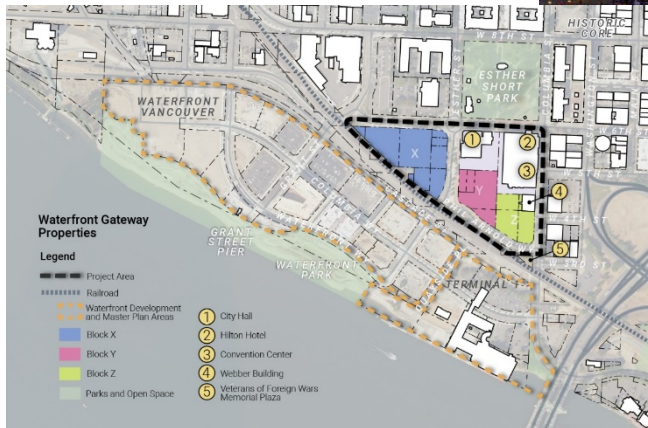
Where are
we?

Where do we
want to go?

How do we
get there?



what's next?



what's next?



Group sales
development



what's next?

Drive market
penetration



what's next?

Aligned industry advocacy



An aerial photograph of a wooden pier extending into a body of water. Several people are walking on the pier. A large teal rectangular box is centered over the image, containing the text "Thank you!".

State of tourism & our
local visitor economy

Thank you!

CLIFF MYERS,
President & CEO

VISIT VANCOUVER
WASHINGTON

CEO Report



Commissioners Reports



Communicating with the Commission

- Share your thoughts during Open Forum, the public comment period for all regularly scheduled commission meetings.
- Email the commissioners at povcommissioners@portvanusa.com
- Speak to the commissioners by calling the port office at 360-693-3611 for specific contact information.
- Mail your comments to:
POV Board of Commissioners
3103 NW Lower River Road, Vancouver, WA 98660
- For more information, visit the port's website:
www.portvanusa.com



Port of Vancouver USA

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