

**EXHIBIT A - 2025 Lodging Tax Advisory Committee Grant Award Recommendations to City Council**

|   | <b>Project Name</b>                  | <b>Organization Name</b> | <b>Grant Category</b> | <b>Activity Date</b>       | <b>Description (as provided in application)</b>  | <b>Amount Requested</b> | <b>LTAC Recommended Amount</b> |
|---|--------------------------------------|--------------------------|-----------------------|----------------------------|--|-------------------------|--------------------------------|
| 1 | Lions District 19N Annual Convention | Camas Lions Club         | Cultural Enrichment   | April 18-19, 2025          | <p>“The Lions District 19N Convention in April 2025 is expected to draw a significant number of visitors to the city, supporting the local tourism economy. A Lions District convention is an annual gathering where Lions Club members from multiple clubs within a district come together to network, celebrate achievements, and plan for the future. Key activities during a Lions District convention typically include workshops and seminars, business meetings, guest speakers, recognition and awards, service planning projects, networking and fellowship, and cultural/local community highlights.”</p> <p>Predicted total attendance is 225, with an estimated 100 attendees paying for overnight lodging in Vancouver.</p>   | \$2,850                 | \$2,350                        |
| 2 | The 39 Steps                         | Starbird Theatre         | Cultural Enrichment   | May 23-31, 2025            | <p>“Our event is the play The 39 Steps by Patrick Barlow from the novel by John Buchan. This play is a hilarious, fast paced show that will delight patrons of all ages and backgrounds. We will be performing this at the Washington Grange in the heart of the Orchards area. This area is very underserved in the arts, and we have received many excited comments from patrons and others in the community stating they are happy to have us in their neighborhood.”</p> <p>Predicted total attendance is 300, with an estimated 2 attendees paying for overnight lodging in Vancouver.</p>  | \$1,700                 | \$0                            |
| 3 | Fourth “Playn” Indoor Play Space     | Columbia Play Project    | Cultural Enrichment   | January 5 – March 31, 2025 | <p>“The Columbia Play Project (CPP) is seeking funding for its Mobile Children’s Museum (MCM) initiative, a transformative program designed to bring high-quality, accessible play directly to underserved neighborhoods. This initiative addresses the critical need for developmental play opportunities, particularly for children from low-income, immigrant, and marginalized communities who often face barriers to access. By delivering these enriching experiences to neighborhoods that need them most, the MCM nurtures children’s creativity, learning, and social development. Beyond its immediate impact, the MCM serves as a catalyst for community engagement, attracting families, educators, and visitors, and increasing foot traffic along Vancouver’s Fourth Plain corridor. This boost in activity enhances local businesses, creating a ripple effect that can drive economic development and revitalization in underserved areas.”</p> <p>Predicted total attendance is 5,200, with no attendees estimated to pay for overnight lodging in Vancouver.</p> | \$21,750                | \$0                            |
| 4 | Family Play Day                      | Columbia Play Project    | Cultural Enrichment   | June 21, 2025              | <p>“Columbia Play Project (CPP) is proposing Family Play Day for lodging tax funding, an annual event held at Vancouver’s Waterfront Park. Hosted in 2023 and 2024,</p>  | \$15,000                | \$0                            |

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|   |                                 |                                  |                         |                     | <p>Family Play Day celebrates play and community engagement by bringing together up to 25 child-serving nonprofits and businesses. Each organization provides a 10' x 10' booth featuring an interactive activity, game, or craft. No items are sold at the event, ensuring a focus on creative, hands-on play while minimizing waste. Previous activities have included sand play, bubbles, yard games, arts and crafts, and more, fostering an environment of playful engagement for families. CPP's Mobile Children's Museum (MCM) is also a central feature, offering Science, Technology, Reading, Engineering, Art, and Math (STREAM) activities."</p> <p>Predicted total attendance is 4,000, with no attendees estimated to pay for overnight lodging in Vancouver.</p>  |          |          |
| 5 | Day of the Dead Luminarias 2025 | Vancouver Ballet Folklorico      | Large Event or Festival | October 18, 2025    | <p>"Vancouver Ballet Folklorico in collaboration with the City of Vancouver brings to our growing community an annual event like no other. A vibrant, educational, colorful and engaging event open to all free of charge: Dia de Muertos-Luminarias. It is a fast-growing event, and the word is getting out to Portland, Battle Ground, Ridgefield, Camas, Washougal, and more places. It proposes and encourages local businesses to stay open past their regular hours, it is announced in the local CTV and Portland TV, the newspaper, and social media. Dia de Muertos is now part of the City of Vancouver Fall programming and we are super excited to collaborate and make it a beautiful celebration with activities, live music, guest artists, and the dance showcase of Vancouver Ballet Folklorico."</p> <p>Predicted total attendance is 5,000, with an estimated 7 attendees paying for overnight lodging in Vancouver.</p> | \$10,000 | \$7,500  |
| 6 | Northwest Dream Cup             | Washington Timbers Football Club | Large Event or Festival | January 18-20, 2025 | <p>"We are excited to announce the Northwest Dream Cup, a new annual soccer tournament taking place during Martin Luther King Jr. weekend. Scheduled for January 18-20, 2025, this tournament is open to players aged 8-13. In its first two years, we will focus on inviting teams from across the Pacific Northwest, with plans to expand participation in the future. The tournament will be hosted primarily at Harmony Sports Complex in east Vancouver, with additional games held at Delta Park, Union High School, Luke Jensen Park, and other school-owned turf fields as necessary. Each team will compete in four matches over the three-day weekend."</p> <p>Predicted total attendance is 7,300, with an estimated 2,400 attendees paying for overnight lodging in Vancouver.</p>   | \$60,000 | \$60,000 |
| 7 | 4 Days of Aloha                 | Ke Kukui Foundation              | Large Event or Festival | July 24-27, 2025    | <p>"Each year, the Ke Kukui Foundation hosts its premiere event, the 4 Days of Aloha, which serves as the annual hō'ike (exhibition) for our program and hālau hula, Kaleinani o Ke Kukui. This 'Ōiwi (Native) arts and cultural festival held at Clark College and Esther Short Park is a cornerstone for our Native Hawaiian and Asian Pacific Islander (API) communities in Vancouver, Washington and the Pacific Northwest. In 2024, we recorded over 17,000 visitors, 400 workshop participants,</p>  | \$50,000 | \$10,000 |

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|   |                                   |                          |                         |                      | <p>and 70 vendors and small business owners over the duration of four days. Additionally, the event attracted visitors from 24 states and 4 countries, with approximately 7,000 visitors traveling over 50+ miles to Vancouver, contributing approximately \$1.7 million in visitor spending for overnight accommodations. Over the duration of 4-days, the Ke Kukui Foundation offers cultural educational workshops at Clark College, Native Hawaiian music and arts, live entertainment, food and vendors, and a medley of multicultural performances at Esther Short Park.”</p> <p>Predicted total attendance is 20,000, with an estimated 8,000 attendees paying for overnight lodging in Vancouver.</p>  |          |          |
| 8 | Vancouver Holiday Market          | Vancouver Farmers Market | Large Event or Festival | November 28-30, 2025 | <p>“The Vancouver Holiday Market is a three-day event held at the Vancouver Convention Center, showcasing over 120 local small businesses, and attracting approximately 10,500 visitors from across the region to downtown Vancouver. Successfully operating for more than 15 years, this market not only provided much needed economic opportunities for local small businesses but also enriched downtown Vancouver by engaging locals and visitors alike, offering opportunities for the community to gather during the holiday season. Due to the COVID-19 pandemic, the Vancouver Farmers Market Association had to suspend this event indefinitely. Lodging Tax funding would significantly help revitalize the Holiday Market by covering essential operational and promotional costs so that the VFM can expand and enhance this beloved event in 2025.”</p> <p>Predicted total attendance is 12,500, with an estimated 900 attendees paying for overnight lodging in Vancouver.</p>   | \$45,000 | \$20,000 |
| 9 | Vancouver GoFest Celebration 2025 | Vancouver Arena          | Large Event or Festival | August 2-3, 2025     | <p>“Vancouver GoFest Celebration - An annual two-day Pokémon themed event 10am-6pm sometime between June-August. Pokémon is the largest media franchise in the world and Pokémon Go is a mobile walking game about finding virtual Pokémon while out exploring the real world. Pokémon Go holds a massive two-day global event called "GoFest" each year. This event draws millions of people worldwide out of their houses and into the streets to catch the latest Pokémon. The fanbase is extremely diverse with almost an even split between genders and does not consist of only youth. Pokémon Go players, as of March 2024, were comprised of 72% people age 35 or older, with 23% 55 or older. People are looking for a fun location for their families to visit while they are out walking and catching Pokémon. Our goal is to draw those people to Vancouver and direct them into the heart of downtown Main Street to visit the city's beautiful sites and stores.”</p> <p>Predicted total attendance is 6,000, with an estimated 500 attendees paying for overnight lodging in Vancouver.</p> | \$21,560 | \$10,000 |

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| 10 | Columbia River and Girlfriends Triathlons              | Northwest Association of Blind Athletes | Large Event or Festival | August 8-10, 2025       | <p>“This triathlon began in 2009 and has grown into a locally well-known finale to the triathlon season which spans a 3 day weekend in August. The event offers 12 different race categories to choose from including a Sprint and Olympic distance Triathlon, Duathlon &amp; AquaBike, an All-Women’s Sprint Triathlon, Duathlon &amp; AquaBike, a 5K &amp; 10K, a Kids Triathlon, and a Sunset 5K. This event has become the largest multi-sport event in the region and increased by 15% from last year. This fast and flat course attracts competitive athletes desiring to attain their fastest personal record and enjoy the clean waters of the Columbia - a much vied for attribute in summer. With NWABA as the new beneficiary, the closed course also offers itself to be safe and accessible to athletes of all abilities.”</p> <p>Predicted total attendance is 2,500, with an estimated 1,238 attendees paying for overnight lodging in Vancouver.</p>  | \$15,000 | \$5,000 |
| 11 | Trip the Light Vantastic                               | Vancouver’s Downtown Association        | Large Event or Festival | March 7, 2025           | <p>“In partnership with Vancouver’s Downtown Association (VDA), the Port of Vancouver, and Frontdoor Back, “Trip the Light Vantastic” is a unique, community-driven winter light festival tailored specifically to Vancouver, Washington. This immersive event is designed to brighten and invigorate the city’s downtown core, bringing together art, technology, and creativity to transform Vancouver into a captivating winter wonderland. Inspired by the Portland Winter Light Festival, which showcases world-class lighting installations and generates significant economic activity for the city, “Trip the Light Vantastic” will offer a similarly enchanting experience, but with a focus on highlighting local and regional artists and businesses. This free, family-friendly event will feature mesmerizing light displays, interactive art installations, and projections that invite visitors to explore and engage with downtown Vancouver. By offering an inclusive atmosphere that celebrates art and innovation, “Trip the Light Vantastic” aims to attract both tourists and residents, driving foot traffic to local businesses, restaurants, and hotels while fostering a deeper connection with the community.”</p> <p>Predicted total attendance is 2,500, with an estimated 175 attendees paying for overnight lodging in Vancouver.</p> | \$2,500  | \$2,500 |
| 12 | 25 <sup>th</sup> Annual Vancouver Wine & Jazz Festival | Bravo! Vancouver                        | Large Event or Festival | July 18-August 24, 2025 | <p>“Our project is titled “Crossing Boundaries – Celebrating the 25th Anniversary Vancouver Wine &amp; Jazz Festival.” Crossing Boundaries is an expansion of the Vancouver Wine &amp; Jazz Festival in scope and time. This includes a new Festival component: 3 free concerts designed to attract new and diverse audiences, families, and children. These concerts are a “prelude” to the 25th anniversary of the Festival. Our goal in offering these concerts free is to expand our audience base to a more diverse demographic who may not otherwise have an opportunity to experience the caliber and cultural diversity of this music.”</p>   | \$75,000 | \$5,770 |

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|    |  |   |                         |                        | Predicted total attendance is 7,500, with an estimated 150 attendees paying for overnight lodging in Vancouver.  |          |          |
| 13 | Vancouver USA Arts & Music Festival          | Vancouver Symphony Orchestra              | Large Event or Festival | July 31-August 3, 2025 | <p>“As the lead performing arts organization in the formation and presentation of the Vancouver USA Arts &amp; Music Festival (VAMF), in partnership with the City of Vancouver, the Vancouver Symphony Orchestra (VSO) is taking a lead role in enhancing the cultural vibrancy of Vancouver. Since its inception in 2022, the driving force behind the VAMF is to celebrate and lift the arts in Vancouver. By making music and the arts accessible to our community through this free multi-day festival, the VSO and the City of Vancouver are creating visibility for area arts organizations and artists, enhancing the livability of our area by providing local access to the arts, and creating an event that will draw visitors and tourists to Vancouver. Each day of the VAMF offers attendees cultural and musical performances on multiple stages, as well as art demonstrations and exhibitions, juried art shows, pop-up galleries, educational workshops and food vendors, all centrally located at Esther Short Park and the surrounding blocks.”</p> <p>Predicted total attendance is 4,400, with an estimated 100 attendees paying for overnight lodging in Vancouver.</p> | \$75,000 | \$40,000 |
| 14 | Appletree Marathon, Half Marathon, and Relay | Police Activities League of SW Washington | Large Event or Festival | September 6-7, 2025    | <p>“This event is a Boston qualifying running festival that attracts athletes from around the nation. It offers a Sunset 5K complete with a band, food and beer garden and open to the public on Saturday evening. For 2025, a brand-new Boston qualifying course will be implemented that takes each athlete out towards the beauty of Vancouver Lake area before running through downtown, the Waterfront, east along the Columbia River to Whistler Park before returning through historic Fort Vancouver. This event highlights the First Responders Marathon Relay which honors those in the police force, military, firefighters, and those in our medical community. Sunday also hosts a half-marathon which attracts those seeking a moderate distance and the sector of “half-maniacs” that tour the region/country to participate in that distance.”</p> <p>Predicted total attendance is 3,000, with an estimated 1,350 attendees paying for overnight lodging in Vancouver.</p>  | \$14,500 | \$14,500 |
| 15 | Couve Clover Run                             | WHY Community                             | Large Event or Festival | March 23, 2025         | <p>“Couve Clover is a running and walking event designed for the entire family and is held in conjunction with St. Patrick’s holiday. Athletes and their families can run or walk 3 miles, 7 miles or 10 miles along Vancouver’s beautiful Waterfront Park and boardwalk area and, depending on the distance chosen, out to the historic Fort Vancouver area and Officer’s Row. Also included is the Lucky Leap 1 mile dedicated to those with young children, beginning walkers and community members needing a more accessible course. The event will include a health and fitness expo open to the public highlighting local vendors. The event is a fundraiser for Vancouver and Evergreen Public Schools and many local schools, clubs and teams volunteer to raise funds for their cause.”</p>   | \$24,600 | \$5,000  |

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|    |                               |                         |                         |                       | Predicted total attendance is 3,000, with an estimated 1,620 attendees paying for overnight lodging in Vancouver.  |           |          |
| 16 | The Craig Stein Oktoberfest   | JLaughlinLLC            | Large Event or Festival | September 26-28, 2025 | <p>“The Craig Stein Oktoberfest will be an annual, regional event that will draw folks from throughout the Pacific Northwest. Craig Stein’s philanthropy was felt in many communities in Washington, Oregon and Idaho. We anticipate hundreds of out of town guests for this event. There will be a need for lodging for many of these folks.”</p> <p>Predicted total attendance is 8,000, with an estimated 5,000 attendees paying for overnight lodging in Vancouver.</p>  | \$50,000  | \$50,000 |
| 17 | Vancouver’s Pride Block Party | Queer Community Network | Large Event or Festival | June 14, 2025         | <p>“Vancouver’s Pride Block Party is the largest Pride event in the Portland Metro area during June, drawing attendees from across the region for a day of celebration, community connection, and support for 2SLGBTQIA+ individuals. This family-friendly event fosters inclusivity by offering a safe space where all people can gather, regardless of age, background, or economic status. The event takes place in Downtown Vancouver, with streets closed off to create a pedestrian-friendly space filled with vendor booths, entertainment stages, and interactive areas. In addition to the free admission, vendor booths are also offered at no cost, prioritizing organizations that give back to the community or offer services promoting diversity, inclusion, and equity. Local 2SLGBTQIA+ makers, businesses, nonprofits, charities and service providers are actively sought out, ensuring the event uplifts the community and offers tangible support. A key focus for 2025 is the expansion of entertainment offerings. We plan to elevate the stage and bring in a headlining act that will attract more out-of-town visitors and encourage attendees to spend more time at the event.”</p> <p>Predicted total attendance is 6,000, with an estimated 50 attendees paying for overnight lodging in Vancouver.</p> | \$30,000  | \$10,000 |
| 18 | Craft Beer & Wine Fest        | Choice Events           | Large Event or Festival | August 8-10, 2025     | <p>“This event has access to the world’s most famous musicians and the support to bring these types of acts to Esther Short Park. We have been building the right crew of contractors and staff, and after a decade, we now have the resources to produce quality concerts to support our continued efforts to promote our local craft wineries, distilleries and breweries. Our Friday night not only attracts tourism to our town, but it also provides financial support to be able to continue to have the biggest brewfest left in the Pacific Northwest.”</p> <p>Predicted total attendance is 10,000, with an estimated 500 attendees paying for overnight lodging in Vancouver.</p>  | \$226,000 | \$0      |

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| 19 | 2025 Tourism Sales & Marketing Programs | Visit Vancouver                  | Tourism Organization          | 2025 | <p>“In 2025, Visit Vancouver Washington will continue implementing destination-specific Sales &amp; Marketing Programs designed to increase visitor spending and economic vitality for Vancouver and Clark County.</p> <p>Visit Vancouver WA’s marketing team creates and implements several campaigns throughout the year to increase brand awareness, influence travelers in every stage of the decision-making process, and provide destination services while visitors are in market. Advertising initiatives include digital display and direct booking campaigns; performance display ads leading to website views; pre-roll, CTV, and TV advertising; and more traditional print, radio, and display ads in airports. Content creation (photography, video, website text, social media posts, etc.) is also a major part of implementing campaigns on a variety of channels. Destination services include a printed and digital Travel Magazine, a downtown walking map, informational blog posts and website content, mobile-friendly passes, and creating itineraries.</p> <p>Visit Vancouver WA’s group sales team advocates and sells Vancouver as a destination for sporting events, meetings, conventions and group travel. The team works in conjunction and partnership with local hotels to provide qualified group sales opportunities, and then the team helps to convert these opportunities into future group bookings for their facilities. The impact of these future group bookings is significant; on an annual basis, the team is able to secure more than 50 future events for the destination representing over 20,000 future booked hotel rooms for Vancouver &amp; Clark County.”</p> | \$1,000,000 | \$1,000,000 |
| 20 | Hold my Beer                            | Autism Empowerment               | Tourism Program or Facilities | 2025 | <p>“Our program is a 30-minute film titled Hold My Beer, a scripted comedy-drama about an autistic young adult who discovers an interest in craft beer and decides that his life’s goal is to open his own brewpub. The story is based in Vancouver, and every scene but one was filmed in a Vancouver location. One of our goals with the film was for it to be a showcase of our city and our arts, music, and craft beer communities, while using as much local and neurodivergent talent as possible. We also wanted it to serve as a vehicle to attract more tourism to Vancouver. In the past, there have been examples of travelers wanting to visit locations that have been depicted in film and television (like the “Goonies House” in Astoria, Oregon) and there is evidence that this type of tourism is a growing phenomenon. The film makes it clear that Vancouver is the setting, and it prominently features shots of various Vancouver landmarks and scenery (Smith Tower, Fort Vancouver, Salmon Run Bell Tower, etc.). Also, local businesses and establishments like Loowit Brewing Company, Seize the Bagel, Bader Beer and Wine Supply, and the Pearson Air Museum’s Historic Hangar were used as filming locations.”</p>  | \$124,000   | \$2,500     |
| 21 | Downtown Ambassador Program             | Vancouver’s Downtown Association | Tourism Program or Facilities | 2025 | <p>“The Vancouver Downtown Association (VDA) is seeking lodging tax funding to support and expand its long-standing Downtown Ambassador Program, a key initiative that has contributed to the success of placemaking efforts in the heart of</p>   | \$50,000    | \$10,000    |

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|    |  |                                  |                               |      | Vancouver. The Downtown Ambassador Program directly enhances the visitor experience through a combination of clean and safe activities and on-the-ground visitor services. Our ambassadors patrol the streets daily, managing litter, removing graffiti, and addressing biohazard concerns, ensuring that the downtown area remains clean and welcoming for visitors and residents alike. Annually, the program removes 25,000 pounds of garbage, cleans over 5,000 graffiti tags, and safely disposes of 2,500 biohazard items. In addition to these critical tasks, our ambassadors also engage with approximately 5,000 visitors each year, offering directions, recommending local attractions, highlighting parking options, and distributing marketing materials like downtown walking maps. A key element of this program is its focus on creating a warm and welcoming presence that differentiates Vancouver from other destinations. Our ambassadors act as the friendly stewards of downtown, providing recommendations and engaging with visitors, offering a strong visitor-oriented customer service experience that enhances the overall visitor experience.” |             |           |
| 22 | Waterfront Gateway Plaza                         | City of Vancouver                | Tourism Program or Facilities | 2025 | “As part of the redevelopment of the vacant lots around City Hall, the City, CCRA, and Lincoln Properties are planning to develop a 1-acre public plaza that will serve as a community gathering spot and event space for visitors from throughout the region. The plaza will be designed as an amenity rich space with both quiet meeting spaces and large open areas for events. In addition, the plaza is a critical part of the small business strategy for the overall project given its planned role in attracting visitors and foot traffic to the site and serving as an expansion site for the Vancouver Farmers Market, which provides opportunities to local entrepreneurs and small businesses to grow their businesses.”  | \$1,000,000 | \$577,700 |
| 23 | Design of the Expansion of the Convention Center | Downtown Redevelopment Authority | Tourism Program or Facilities | 2025 | “The Downtown Redevelopment Authority is contemplating moving forward with expansion of the Convention Center facility in the next two to three years. The additional facilities will include an additional 25,000 SF ballroom/exhibit hall, additional conference room areas and a parking structure. The expansion will allow Vancouver to compete for and accommodate much larger groups than the Center could support currently. Currently, the Center is able to accommodate groups of up to 600 people. The expansion would allow the Center to attract 1,200 to 1,600 groups to the City. There is no expansion of the hotel anticipated as part of the project. The additional visitors will be staying in other hotels in the City, generating additional room, food and beverage revenue for the tourism industry.”  | \$2,000,000 | \$0       |
| 24 | Social Media Ad Campaign for Grant Street Pier   | Spry                             | Tourism Program or Facilities | 2025 | “We launched and have managed the social media accounts for the Grant Street Pier at the Vancouver Waterfront Park since 2019. We would like to use these grant funds to create a specific ad campaign to target people from out of state who are interested in visiting Portland or Southwest Washington and make them aware of Grant Street Pier and the Vancouver Waterfront with the goal of bringing new tourists to the city's downtown waterfront location.”  | \$20,000    | \$0       |





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|  | <b>TOTALS</b> | <b>\$4,934,460</b> | <b>\$1,832,820</b> |
|--|---------------|--------------------|--------------------|