

REVITALIZE WA

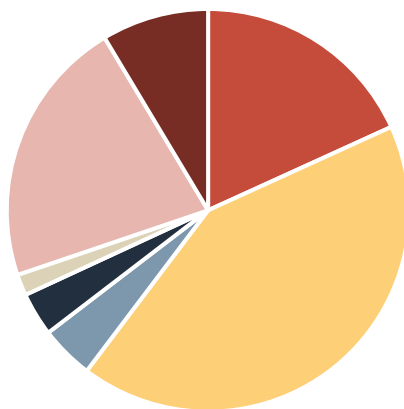
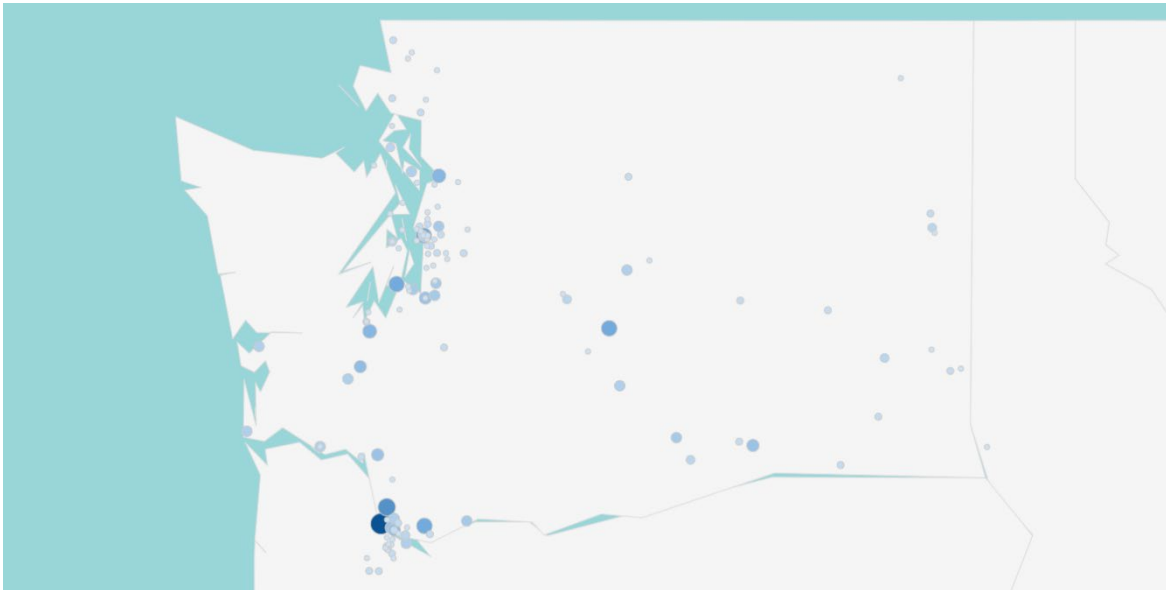


OCTOBER 4-6, 2023

SUMMARY & IMPACT REPORT

ATTENDANCE

With **347** individuals registered for the conference in Vancouver, the 2023 event was our largest RevitalizeWA to date. The map below shows the geographic location of conference attendees, with out-of-state attendees from Idaho, Illinois, North Carolina, Oregon, Pennsylvania, and Texas not depicted.



- General Admission
- Main Streets
- CLGs
- Civic Leaders
- Students
- Speakers
- Staff and Sponsors

This pie chart represents our conference audience based on categories they selected at registration. Main Street and CLG attendees, who receive a 2-for-1 discount, totaled nearly half of attendees. We still have fewer CLG attendees (15) than we had at pre-pandemic conferences (18 and 22), but our number of Civic Leaders increased to 12 (compared to 8 in 2022). Only a few students attended, making use of a 50% discount.

LOCAL IMPACT

Vancouver's Downtown Association applied to host RevitalizeWA in 2023, in part to provide an economic stimulus and bolster the resiliency of small businesses leading into a major downtown construction project, while also educating new business owners of the power and mission of the Main Street Program and related networks. We thank local partners, particularly Vancouver's Downtown Association and the City of Vancouver, for their assistance in planning a large conference with an unconventional programmatic structure as we seized opportunities to utilize locally owned venues, dining options, shops, and more.

Conference attendees were asked to fill out a post-conference evaluation with questions related to economic impact. Based on the 88 survey responses that shared this information, we know the average attendee **stayed for 2.5 nights** and **spent \$253** (not related to lodging or registration) while in Vancouver. We calculated attendee lodging and spending for our 246 non-local attendees, per registration records, and paired those figures with known expenses paid locally by the Washington Trust and Vancouver's Downtown Association for things like facilities and catering. We are proud to share the estimated impact:

2023 REVITALIZewa LOCAL IMPACT: \$204,779



EVALUATIONS

Overall, conference feedback was extremely positive. Of our 88 conference evaluations, **97% of responders said they would attend or recommend someone else attend** a future conference. Only 57% of responders indicated that they had attended a previous RevitalizeWA conference, showing **we are successfully reaching new audiences**. It appears that educational sessions were well received, with **classroom sessions receiving an Overall Satisfaction average of 4.0** (on a scale of 5) and **field sessions an average of 4.5**. Our **special events, including Excellence on Main, also received an average of 4.3** for Overall Satisfaction.

Many attendees included a note of appreciation for everyone involved in making this year's conference a success. Here are just a couple highlights:

- The conference location, communication and itinerary were AWESOME. I really loved how much time and effort and thought went into putting this together — it was very apparent.
- So great overall — thank you, Washington Trust staff and partners for an informative and enjoyable conference!

Report prepared by Lydia Felty, October 25, 2023

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