



# IDENTITY CLARK COUNTY PHASES I AND II • 1993 - 2003

PROJECT	ICC INVESTMENT	BENEFIT	PARTNERS
<b>Convention Center</b> Market Evaluation, Development Study, Financial Feasibility Studies, Community Outreach Campaign	\$653,000	\$68 million project + incentive for current \$200 million in downtown redevelopment + additional \$200 million investment anticipated	ICC with City of Vancouver
<b>Legislative Affairs / Lobbying</b> Transportation: <i>Design/engineering/construction 192nd/ Hwy 14; 164th St. improvements; Mill Plain Extension; statewide long-term fund- ing package; plus others</i> Higher Ed Funding Sales Tax Exemption/Manufacturing Equipment Sales Tax Credit/Tourism Channel Deepening Transportation Task Force State Lodging Tax  Local Lodging Tax Created Governmental Affairs Roundtable	\$542,000	Economic impact immeasurable  \$9 million capital appropriation + others Statewide economic impact immeasurable Statewide economic impact immeasurable Regional economic impact mmeasurable Transportation Fact Book for Legislature Created statewide funding mechanism for convention/ tourism related centers Created local funding mechanism for convention center Coordination of Clark County legislative efforts	ICC with Port of Vancouver, City of Vancouver, Columbia River Economic Development Council, Greater Vancouver Chamber of Commerce  ICC with WSU/Vancouver ICC with CREDC ICC with Cities of Tacoma, Spokane, and Vancouver ICC with Columbia River Ports, City of Vancouver ICC with CREDC, GVCC ICC with cities of Washington  ICC with City of Vancouver ICC
<b>Transportation</b> Transportation Priorities Project  Other transportation projects	\$89,000	Compliment jurisdiction transportation planning efforts; provide citizen education; identify funding opportunities	InterACT with ICC; ICC \$27,000 lead investment lever- aged additional \$67,000 financial partnership with WSDOT, Regional Transportation Council, Cities of Vancouver, Ridgefield, Battle Ground, Ports of Vancouver, Ridgefield, Camas/Washougal
<b>Business Recruitment</b>	\$410,000	Recruitment of WaferTech and others	ICC with CREDC
<b>Community Issues/InterACT</b>	\$470,000	Arena for discussion of community issues	ICC
<b>Emerging Issues*</b> Esther Short Community Square  I-5 Bridge Lift Study  Vancouver Downtown Parking and Development Evaluation Vancouver @ 2001 Call to Action Rail Bridge Swing Span Relocation Executive Clark County (LCC)  Plus many others	\$136,000	\$3 million physical addition to downtown; quality of life benefit immeasurable Reduced number of bridge lifts by 50%; regional eco- nomic impact immeasurable Provided analysis of parking structures and development stimulus policy Provided guidelines for establishing fiscal policy Continuing development of downtown Vancouver Future economic benefit immeasurable Community leadership development	ICC with City of Vancouver, George and Carolyn Propstra ICC with Sen. Gorton, WSDOT, ODOT, Coast Guard, Columbia River Towboat Assn. ICC  ICC ICC with GVCC, CREDC, Downtown Vancouver Assn. ICC with Columbia River Towboat Assn. ICC lead financial partner with The Columbian and Bank of Clark County

**TOTAL ICC INVESTMENT OF \$2.3 MILLION RETURNS HUNDREDS OF MILLIONS IN BENEFIT TO YOUR COMMUNITY.**



# IDENTITY CLARK COUNTY

## PHASE III • 2004 - 2008

PROJECT	ICC INVESTMENT	BENEFIT	PARTNERS
<p><b>Transportation</b>            Transportation Priorities Project Phase II  <i>As congestion increasingly stresses our transportation infrastructure, there will be an ongoing need for the private sector to affect what it can in partnership with jurisdictions to "plan smart" for the future of how transportation relates to land use planning and jobs in our region. The obvious areas are pressure points in the "feeder" system, the I-5 corridor as it relates to freight mobility and moving people, the I-5 Bridge whether it is replaced or reconfigured, public transportation including light rail, freight mobility between the Port of Vancouver and I-5, and major arterials that feed into the interstate system. Legislative authorization for local funding options, a long-term statewide funding mechanism, voter education and support all fall within the parameters of issues to be addressed in transportation.</i></p>	\$500,000	Regional transportation funding plan; voter identification of and support for priority transportation projects.	ICC with partners to be determined
<p><b>Legislative Affairs</b>            Representation for Southwest Washington Business  <i>ICC's greatest strength is in its capacity to influence legislation that impacts the economy of southwest Washington. Whether it be an ICC led piece of legislation or one that involves many partners, Identity Clark County's ability to build coalitions and its funding of lobbyists representing the private sector has proven to be effective and of immeasurable benefit to Clark County, the region and the state.</i></p>	\$345,000	Immeasurable	ICC
<p><b>Emerging Issues*</b>            Heritage Way : Conversion of 7th St; I-5 pedestrian bridge</p>	\$655,000	Connector of downtown Vancouver with historic Reserve	ICC with City of Vancouver
<p>Rail Bridge Swing Span Relocation</p> <p>Opportunities where ICC can make a difference with the guiding principles being:</p> <ul style="list-style-type: none"> <li>• Advancement of ICC's mission, "To assemble and focus corporate leadership and investment in a shared community agenda for economic expansion and vitality."</li> <li>• Provides downstream impact.</li> <li>• Represents community/investor identified need.</li> </ul>		99% elimination of I-5 Bridge lifts; improved navigation safety	ICC with Columbia River Towboat Assn.

\* ICC has the capacity and flexibility to impact issues as they arise.

**TOTAL ICC CAMPAIGN GOAL OF \$1.5 MILLION**

**WITH YOUR INVESTMENT TODAY,  
WHO KNOWS WHAT WE CAN ACCOMPLISH.**