

**CITY OF BAINBRIDGE ISLAND
2017 LODGING/TOURISM FUND PROPOSAL
COVER SHEET**

Project Name:

BIHM Continued Added Hours

Name of Applicant Organization:

Bainbridge Island Historical Museum

Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) status and Tax ID Number:

501 (c)(3) Tax ID 91-1037866

Date of Incorporation as a Washington State Corporation and UBI Number:

1978 UBI Number 601 086 880

Primary Contact:

Henry R. Helm, Executive Director

Mailing Address:

215 Ericksen Ave. NE, Bainbridge Island, WA 98110

Email(s): director@bainbridgehistory.org

Day phone: 206-842-2773

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Please indicate the type of project described in your proposal:

√	Project Type
	Tourism marketing
	Marketing and operations of special events and festivals designed to attract tourists
X	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
	Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality or a public facilities district*

*If the proposal requests funds for a tourism-related facility, please indicate the legal owner of that facility:

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Applicant Information

Please respond to each of these questions in the order listed. If the proposal includes multiple partners, please include the requested information for each organization.

1. Describe the applicant organization's mission, history and areas of expertise. Describe the applicant's experience in tourism promotion on Bainbridge Island and its demonstrated ability to complete the proposed project.

The mission of the Bainbridge Island Historical Museum (BIHM) is to collect, preserve, and foster knowledge of Bainbridge Island history. The museum accepts, documents, preserves, and displays photographs, records and artifacts acquired from Island businesses and residents. BIHM supports historic preservation in the community by supporting the city's Historic Preservation Commission, maintaining and storing the city's historic property inventory and by encouraging property owners to preserve the unique history of their sites and structures.

Our expertise in tourism operation and expansion is demonstrated by the ever increasing numbers of people attracted to the museum through its semi-permanent exhibit and its temporary exhibits as well as other programs and activities offered by the museum. Not only do the numbers demonstrate this, but the awards the Museum has received are ample proof that we excel in this regard. (see below for visitor numbers)

Tourists are such an important constituency that BIHM raised more than one-half million dollars to move the historic schoolhouse in 2004 from a remote park, inaccessible by public transportation, to within walking distance of the ferry dock in Winslow and within two blocks of Highway 305.

Since that move in 2004, our visitor numbers have been steadily increasing. Most of the increase can be attributed to tourist visitation. Easy access, facility improvement, and new exhibits since 2004 have made the museum a major draw for visitors from near and far.

The museum has demonstrated its significance and expertise by garnering the following awards during the past four years:

2012 – Washington Museum Association Award of Project Excellence for “Once Upon a Time – History Day Camp”

2012 – Washington Museum Association Award of Exhibit Excellence for “It's About Time” (Bainbridge Island history timeline on the south exterior wall of the museum)

2013 – Washington Museum Association Award of Exhibit Excellence for “The Overland Westerners”

2013 – Washington Museum Association Award of Individual Excellence for Executive Director Hank Helm

2013 – WSA 110 Certificate of Merit for Community Leadership “Education and Young People”

2014 American Association for State and Local History Award of Exhibit Excellence for “The Overland Westerners” (The only award for Exhibits in Washington)

2015 Washington Museum Association Award of Exhibit Excellence for our “Walkway Through History” exhibit in the Ferry Terminal. This is the 5th consecutive year for the Museum to win this Award

Along with the awards and recognition has come publicity. This has included major articles in the Kitsap Sun, Bainbridge Review, Seattle Times, Northwest Asian Weekly and New York Times. Other papers have featured the museum as well. The publicity has led to significantly increased visitation and has drawn tourists from around Washington, other states and foreign countries as well.

Alternate question for event or facility funding:

Describe the event or facility proposed including its purpose, history, and budget. Include past attendance history if applicable, and estimate the number of tourists drawn to the event

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or facility/year. Please estimate total attendance and number of tourists estimated to attend for 2017. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2017? **See Below.**

- 2. If appropriate, please identify the project partner(s) and briefly describe the involvement of each. Please note that the maximum award of \$100,000 will apply to any single project, even if proposed by a team of partners. **n/a**

- 3. If appropriate, please list each project and amount of funding awarded and utilized from the Lodging Tax (Civic Improvement) Fund within the last five years (2011-2016).
 - 2012 BI Historical Museum Added Hours \$14,625**
 - 2013 BI Historical Museum Added Hours \$7,312**
 - 2014 BI Historical Museum Added Hours \$12,000**
 - 2015 BI Historical Museum Added Hours \$12,000**
 - 2016 BI Historical Museum Added Hours \$12,000**

- 4. If any projects previously funded through the Lodging Tax (Civic Improvement) Fund were not completed and/or if reports were not submitted to the City as requested, please explain: **n/a**

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Project Information

1. Describe the proposed project.

- a. Identify the Project's main objectives and how each will be achieved.
The objective is to keep the museum open for the increased hours; seven days per week from 10 am until 4 pm every day of the year. We also expect to demonstrate the number of nightly stay-overs as indicated in our guest log. The grant would insure that we are adequately staffed during all open hours including weekends. The grant would pay for our Volunteer Coordinator to schedule and be responsible for the seventh open day plus the added open hours each week.
- b. Be as specific as possible about the proposed services, measurable impacts, distribution method and costs.
The proposed service is tourist access to the museum as noted in a. The measurable impacts will be the records kept of visitors and statistics from our visitor register. We believe we document visitor information as well as, or better than, any other island tourist facility.
- c. If appropriate, provide details about the facility operating costs to be funded.
We currently have no capital budget. Please see attached for operating budget and costs. Also please see our prior year annual report which is attached. The specific operating costs requested are detailed in the budget under item 2 below.

2. Provide a brief narrative statement to address each of the stated selection criteria. Describe outcomes anticipated from each criterion, as well as the overall project.

- a. Expected impact on increased tourism in 2017. Please provide specific estimates of how the project will impact the number of people traveling to Bainbridge Island from fifty miles or more one way from their place of residence, or travelling from another country or state outside of Washington State. If appropriate, compare/contrast this impact to actual or estimated number of tourists at your event/facility in 2015 and estimates for 2016.
When the Museum increased visitor hours and opened new exhibits in 2011, visitation increased by 48%. (See visitor statistics history in 2015 Annual Report page 3.) Maintaining those increased hours enabled continued attendance growth in both 2013 and 2014. In 2015 visitation leveled off (14,516 in 2015, compared to 14,866 the previous year). Through the end of August 2016 we have received 10,107 visits, close to the 10,437 visits for the same period in 2015. We are mounting a major new exhibit in the early fall, and we anticipate this will bring our final visitor tally to at least 2015 levels. The measurable outcome for 2017 will be actual, recorded visitation records.
- b. Expected impact on or increase in overnight stays on the island. Please include actual or estimated numbers of tourists who will stay overnight in paid accommodations in Bainbridge lodging establishments in 2017 as a result of proposed activities. Please include the basis for any estimates.
Through the end of August, for 2016, the Museum had 2,555 visitors from Washington residents who did not live on Bainbridge (a 4% increase over the same period in 2015), 3,967 from other states (14% increase), and 942 overseas visitors (a 3% decrease). During this period, 432 visitors made an overnight stay, up slightly from the 405 in 2015. We

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therefore expect our 2016 year-end total of overnight stays to equal or exceed the 539 we recorded in 2015. 2017 outcomes will be measured by actual visitation statistics.

- c. Projected economic impact on Bainbridge Island businesses, facilities, events and amenities, including sales of overnight lodging, meals, tours, gifts, and souvenirs (helpful data may be found on the Washington State Department of Commerce website).

There is no direct information or data that allows us to measure economic impact. Indirect and anecdotal information from visitors as well as comments in our guest book tell us there is a significant impact. Visitors frequently ask docents for recommendations on shops and restaurants. We consistently give suggestions of routes to take and how to see the Winslow area as well as other areas on the island (like nurseries, motels, parks, etc.). Where possible, we assist visitors without cars to call for BI RIDE buses. Our docents serve as good-will ambassadors.

We work closely with the Bainbridge Island Japanese American Community and the Bainbridge Island Japanese American Exclusion Memorial Association to coordinate tours and visits to the Japanese American Exclusion Memorial. We are the contact for phone inquiries about the Memorial. As part of our mission we also coordinate tours and visits for school and other groups to the Day Road Farms. Many of these groups are from Seattle, the University of Washington, Japan and other areas. We know that these activities have a direct economic impact.

The museum functions as a *de facto* visitor center. We have people inquire where the Art Museum and Children's Museum are located, if there is a waterfront trail, where to buy ice cream, souvenirs, etc., and they especially appreciate our immaculate bathrooms! We hand out many island maps, walkabout guides and ferry schedules as well as the Driving Tour and Walking Tour brochures produced by the Bainbridge Island Historical Museum (revised and updated in 2013). We have a large copy of the Chamber of Commerce map of the island mounted in the museum to point out locations of interest on the island as a direct result of inquiries.

To obtain a sense of the impact of the museum, and learn more about the island, we invite the LTAC committee to visit the museum, either as a group or individually. Our Executive Director will be happy to provide a personalized tour!

- d. The project's potential to draw visitors to the Island and increase overnight stays during the off-season, i.e. October 1 until Memorial Day.

Please see the attached visitation graph showing the number of off-season visitors for the previous five seasons. This number has increased each year, though it is leveling off. Historically, more than 50% of annual visitation to the Museum has been between Labor Day and Memorial Day

- e. The applicants' demonstrated history of organizational and project success.
The best demonstration of history of success is that the museum has been in existence since 1948 and its incorporation in 1978! The growth in visitation, particularly since 2012, demonstrates the success of the funding provided by the LTAC grants for additional hours.

- f. Describe any partnerships with other organizations and businesses in the proposed project – including efforts to minimize duplication of services where appropriate and encourage cooperative marketing.

We have no specific partnerships for this application, however we partner with numerous

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organizations on a regular basis.

We are members of the Chamber of Commerce and of the Downtown Association. We act as the clearing house and reference location for docents at the Bainbridge Island Japanese American Exclusion Memorial. The National Park Service passport stamp for visitors to the Memorial is maintained at the Museum. The National Park Service Ranger for the Memorial uses the museum as his off-site office location. We distribute maps of how to get to the Memorial and facilitate visits. Our phone number is listed for information about the Memorial. Our exhibits give additional information about this important part of Bainbridge history. The Executive Director of the Museum is a member of the Board of Directors of the Bainbridge Island Japanese American Exclusion Memorial Association. We work closely with the Bainbridge Island School District, local private schools, IslandWood, The Library, Arts and Humanities Bainbridge, the Senior Center, and Global Source Education. We contribute historically-themed signage to the Ferry terminal and several downtown locations.

- g.** Describe the degree to which the project goals and/or results can be objectively assessed.

Measurable outcome will be actual recorded visitation records

- h.** Describe the degree to which the project will leverage award funds with additional matching funds or donated in-kind goods or services.

Please see the project budget under Item 2., below, which shows the additional funding anticipated and the matching funds, which includes in-kind contributions. We are providing a five-fold match.

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Supporting Documentation

1. Provide a project timeline that identifies major milestones.
Upon notice of funding, we would continue the hours we have maintained during the past three years. We will continue to have a paid staff member at the museum for seven hours each weekend.
2. Include a detailed budget for the proposed project itemizing expenses and income. Include the amount requested from the Lodging Tax Fund and identify other sources of funding anticipated or obtained, including matching funds, as well as any in-kind contributions necessary to complete the project.

<u>Direct Costs being applied for</u>	
10.778 hr. per week @ \$13.00/hr X 52 weeks	= \$7,286
Payroll taxes for above (9.8%)	= \$714
	<u>TOTAL = \$8000</u>
 <u>Matching costs and in-kind contributions by Museum</u>	
Volunteers (8 shifts @ 3 hr. ea. @ \$23.07/hr) x52	= \$28,791
Curator support 5 hr. per wk.@ \$21.28/hr	= \$5,533
Exec. Dir. support 1.5 hr. per wk.@25.76/hr	= \$2,009
Additional overhead cost (electrical, water, supplies, etc.)	= \$3,750
Payroll taxes on Museum match	= \$739
	<u>TOTAL = \$40,822</u>
 <u>TOTAL PROJECT COST = \$48,822</u>	

3. If applicable, please describe the project’s scalability. How would the project scope and budget be adjusted should the full amount of the LTAC funding request not be awarded? Please provide specifics. **If this information is not provided, the award committee will not consider alternative levels of funding.**
Should LTAC funding request not be awarded, the BIHM board would have to decide whether to reduce hours of operation. This would depend on the actual amount received and the willingness and ability of the board to increase fundraising efforts. For the last few years, the BIHM board has assumed responsibility to replace funding that used to come from the city through grants administered by Bainbridge Island Arts and Humanities Council; as recently as 2008, this amount was \$36,625. Please see budget and expense exhibits for amounts raised through various fundraising activities which accounts for a large portion of the museum’s annual budget.
4. Provide copies of your organization’s 2015 income/expense summary and 2016 budget.
See attached
5. Provide an estimate of 2016 revenue and expenses.
See attached
6. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.
See attached letter of support