

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

Project Name:

2017 Exhibitions

Name of Applicant Organization:

Bainbridge Island Museum of Art

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

501 (c)(3) ; Tax Identification # 27-0183255

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

Incorporated, February 2009; UBI Number 602917174

Primary Contact: Karen Molinari, Development Director

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Please indicate the type of project described in your proposal:

<input checked="" type="checkbox"/>	Project Type
XX	Tourism marketing
<input type="checkbox"/>	Marketing and operations of special events and festivals designed to attract tourists
XX	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
<input type="checkbox"/>	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: Bainbridge Island Museum of Art

LODGING/TOURISM FUND APPLICATION

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.

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 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?

1A. Mission: The Bainbridge Island Museum of Art's mission is to engage a diverse population with the art and craft of our region. Our focus is the contemporary art of the Puget Sound region, with an emphasis on artists who are less well-known but deserve broader recognition, and topics and themes that are important to our region.

1B. History: Over ten years ago our founder, Cynthia Sears, and artists, civic and community leaders began to envision a new art museum and cultural center on Bainbridge Island. Our organization was formed officially in 2009 with non-profit status, and a founding board began to make specific plans. Initial priorities included defining program goals, reviewing early architectural concepts, finding a core staff, and launching a capital campaign.

An agreement was reached to be part of the Island Gateway campus, located near the Seattle/Bainbridge Island ferry terminal at the corner of Highway 305 and the main street of Bainbridge Island, Winslow Way. The site would also include the expanded Kids Discovery Museum (KiDiMu) and various retail and office activities, plus an inviting plaza to be shared with the community.

In 2010 the Board of Directors started construction on the new art museum. It was built in two phases. Phase I was 4,000 gross square feet and included the auditorium, classroom and initial offices. Phase II comprised 16,000 gross square feet and included the main art museum, conference room, museum store, bistro, roof garden, mechanical room, art archives and loading dock. The building was designed by architect Matthew Coates, Coates Design Architects, BIMA is targeted to be the first art museum in

Washington to attain Leadership in Energy and Environmental Design (LEED) Gold status – with the help of design and systems features including geo energy exchange, day lighting controlled louvers, solar power, recycled materials including denim insulation, and green-labeled certified carpets and paints.

The Art Museum opened its' doors on June 14, 2013. We are proud to have more than 150 volunteers, including 85 trained art docents who work directly with our museum visitors.

1C. Areas of Expertise, Ability with Tourism and Promotion and Ability to Complete the Project:

Expertise: BIMA's primary areas of expertise include the visual arts and marketing. Our Executive Director and Curator, Greg Robinson, brings over 25 years of experience managing art museums and galleries in the Puget Sound region. Greg has been the curator for many compelling exhibitions and has published related books and brochures.

BIMA's Marketing Director, Korum Bischoff, brings a wealth of knowledge of nonprofit organizations and arts marketing at diverse organizations.

Exhibitions: Since our opening in June 2013, we have had three rotating exhibitions per calendar year. Each show has had a diverse mix of artists, media and subject matter. For example, our Spring 2016 Exhibitions included:

- *Journeys:* A group show reflecting the ideas and experiences of personal journeys, from travels to fantasy. (Rachel Feferman Gallery)
- *Marita Dingus, Hanging from the Rafters:* Mixed media sculptures including a thirty foot tall doll figure made of recycled hot tub covers and found objects. (Beacon Gallery, Ames Diversity Series)
- *Nancy Thorne Chambers' A Story Place:* An amazing ceramic installation of life-sized woodland creatures. (MESA Gallery)
- *Artist's Books, Chapter 7, Form and Content* (Sherry Grover Gallery)
- *Steve Parmelee, Assemblage:* Parmelee uses discarded found objects and transforms them into interesting and sometimes political pieces. (Steve and Harriet Davis Community Gallery)
- *Steve Jensen, Boats:* A select grouping of Jensen's boat paintings that pairs with his boat sculptures in the *Journeys* show. (John Kenyon Ellis Bistro & Classroom Galleries)
- Selections from the Permanent Collection (Jon & Lillian Lovelace Gallery)

Our Summer 2016 Exhibitions included:

- *Barbara Earl Thomas, Heaven on Fire:* a survey of over sixty (60) artworks by Barbara Earl Thomas, with work spanning from the early 1980s to present. Included in this exhibition are paintings, prints, glass sculpture, paper cuts, and a site-specific installation including the artist's writings. (Rachel Feferman Gallery)
- *BIMA @3!* Selections from BIMA's growing permanent selection. (John Kenyon Ellis Bistro, MESA and Jon & Lillian Lovelace Galleries)
- *Marita Dingus, Big Girl:* Held over by popular demand, the thirty foot doll still graces BIMA's front window. (Beacon Gallery)
- *Artist's Books Chapter Eight: Everything including the Kitchen Sink* (Sherry Grover Gallery)
- *Steve Parmelee, Assemblage 2:* More unique pieces from found and discarded objects. (Harriet & Steve Davis Community Gallery)

Our Fall/Winter 2016-2017 Exhibitions include:

- *Native Hands – Indigenous Art of the Salish Sea:* Group exhibition showcasing Native American art in all forms. **Partners:** The Suquamish Tribe and Suquamish Museum **Guest Curators:** Miranda Belarde-Lewis, Janet Smoak, and Angela Flemming (*Rachel Feferman, Beacon, & Lobby Galleries*). In January 2017,

- BIMA will host Native dance performances to celebrate the Native American art in this exhibition.
- *Summer 2017*- BIMA is planning a major Women in Photography group show drawing photographers from the region.
- *Fall/Winter 2017- Robert McCauley Retrospective*- McCauley is from Mount Vernon and is a nationally known artist. BIMA will also be publishing a book in conjunction with this exhibition. His work will attract visitors from all over the region.

Marketing: BIMA promotes itself and its exhibitions in many ways. We advertise on the electronic signage on the Washington State Ferries, distribute press releases, purchase advertising, distribute rack cards, email and eNews, and post on social media sites.

We have had extensive coverage including full articles in Seattle Magazine, The Seattle Times, Art Access, Daily Journal of Commerce, Western Art & Architecture, Port Townsend Leader, The Oregonian, Discover Kitsap, Bainbridge Review, The Stranger and Inside Bainbridge. We consistently place ads in Art Access, Art Guide (distributed throughout Western Washington), Inside Bainbridge, Seattle Magazine, Preview Magazine, The Stranger and more. We were named one of the 15 Best Small-Town Museums by Fodor's Travel and MSN.

Since March 2016, using Google Adwords, BIMA has engaged with a new audience of over 2,700 interactions and 173,184 impressions from online users. Google Ad campaigns not only include ads about the museum, but also Bainbridge day trips, local attractions, Bainbridge events and exploring the Puget Sound via ferry.

The BIMA website has drawn traffic through a variety of online platforms. The top referral sites include sites such as: seattlesouthside.com, visitseattle.org, thestranger.com, visitkitsap.com and redtri.com. Since implementing a "Things to Do & Local Attractions" page on our website with concurrent Google Adwords campaigns in July 2016, it has become one our top visited pages drawing traffic from all over the Pacific Northwest region. Year to date the BIMA website has had 134,874 visitors.

BIMA social media platforms continue to retain and draw audiences. We currently have 5,322 Facebook followers and an eNews subscriber list of 3,034. A new Instagram account was launched in March 2016 and has gained support from partner organizations locally and regionally to cross-promote events and engagement.

BIMA's location across from the Bainbridge ferry terminal, makes it an easy place to discover and visit. We offer free admission in order to ensure access to all. On any given day, visitors to the Museum are a mix of local Bainbridge Islanders, regional (Kitsap County and Seattle) residents and national and international tourists. Our Art Docents are trained to ask where people are from as they enter the Museum and we encourage visitors to sign our guest book with comments after they explore. We estimate 240,000 people have visited the Museum in the past three years (approximately 80,000 per year), including those who attend meetings or conferences, special events, artists' friends and families and school children.

Ability to Complete the Project: Since opening our doors in June 2013, BIMA has exhibited over 30 shows. As noted above, these exhibitions have been well attended and have attracted tourists from the Puget Sound region, from other states and many other countries. We are in the process of installing our Fall/Winter 2016/2017 exhibits and have already planned the 2017 season.

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.

Our project partners include curators, regional artistic and educational organizations and the local media. A major media partner is Art Guide magazine, with a distribution of 70,000 copies in Western Washington and Portland, Oregon. Although published just once a year, it is found in many hotels, art galleries and convention and visitors bureaus. The Art Blog on the Guide's website updates Museum listings and exhibitions.

Partners for our Fall/Winter 206-2017 Exhibitions include the Suquamish Tribe, Ames Family Foundation through the Cultural Diversity Series, US Bank and the City of Bainbridge Island through LTAC funds received last year.

Our dedicated volunteers are also major partners: The Art Acquisition and Exhibitions Committee (A&E) of BIMA is an active volunteer partner, helping to review and plan exhibitions, and select specific artworks for the Permanent Art Collection. Twelve committee members meet quarterly and assist with the research needed to support diverse and compelling artistic programs. In addition, 16 trained volunteers comprise our art installations crew. These volunteers are supervised by the director/curator as well as the lead installer.

The Education Committee is another leading partner. Led by BIMA education director Kristin Tollefson and comprised of 15 community volunteers on various subgroups, this committee plans diverse educational programs, including field trips, hands-on art activities and artists' lectures to attract both local residents and visitors.

The Marketing Committee, another group of 15 dedicated volunteers, has already demonstrated great success with the attendance at the Museum over the last three years.

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).

BIMA was fortunate to receive the following from the Lodging Tax (Civic Improvement) Fund:

- 2013 - \$10,000 towards the new building, specifically for the installation of solar panels;
- 2014 - \$5,000 toward our 2014 Exhibitions;
- 2015 - \$10,000 toward our 2016 Exhibitions.

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 – all reports submitted and projects completed.

LODGING/TOURISM FUND APPLICATION
Project Information

- **Describe the proposed project.**
 - a. Identify the Project's main objectives and how each will be achieved.
 - b. Be as specific as possible about the proposed services, measurable impacts, distribution method and costs.
 - c. If appropriate, provide details about the facility operating costs to be funded.

The Project's main objective is to drive tourism to Bainbridge Island. BIMA has a proven track record of successful marketing and attracting visitors from surrounding communities, around the region and the world. BIMA continues to plan exhibitions with a diverse mix of regional art and craft so we have something for everyone to enjoy.

Having a lively arts and cultural center helps the community by enhancing the city's livability, as well as increasing tourism. The museum leadership believes that a healthy and balanced community requires everyone to have access to the arts and experience diverse cultural activities.

We fill a need for arts education and exposure to visual arts by providing high quality exhibitions and educational programs for all ages that complement the exhibitions. Educational activities include lectures, art workshops and special events, planned for the shows, marketing promotions specific to each exhibition and general BIMA promotions.

The main activity is presenting a full year of rotating exhibitions that are free to the public. Exhibitions will include solo retrospectives, solo theme shows, and group exhibitions. The exhibitions are planned by Executive Director and Curator Greg Robinson, with the assistance of some guest curators, part-time temporary staff, volunteer curatorial assistants and interns, and an installation crew comprised of a lead contracted installer and 16 installation volunteers.

BIMA will still mount the exhibitions described in the proposal but will need to find additional funding sources to make up for the \$7,000 less than anticipated from the City of Bainbridge Island LTAC funds. Sponsors and individual donors will be approached to fill this funding gap.

Each exhibition rotation (fall through summer) includes a Friday evening private opening for members, exhibiting artists, their collectors and other VIPs, and a Saturday public reception. Over 350 people attended our most recent private reception on June 24th, including many who were out of towners who stayed in local lodging establishments.

- **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.**
 - BIMA's docents ask visitors to leave comments in a book at the front desk. It is not mandatory for people to do so. Many people include where they are from. In

logging geographic locations of those who left comments (from October 2015 to August 2016), we found:

- Visitors from 46 States in the U.S. and the District of Columbia;
- Visitors from 33 Countries from Australia to Zanzibar;
- Visitors from all areas of Washington State.

We have collected more data about attendees in the last year.

We average around 255-300 visitors per day.

Including events, lectures and other programs, we have had 52,297 visitors, January through August 2016.

BIMA is open 363 days per year, 10 am – 6 pm with free admission.

We are the #2 attraction on Bainbridge Island according to Trip Advisor (The Bloedel Reserve is #1).

We remain on Fodor’s list of the 15 Best Small Town Museums in the USA and in Travel+Leisure’s list of America’s Best Small Town Museums.

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.

- We do not keep records of the number of overnight stays our visitors have on Bainbridge Island. Given the number of visitors from around the country and around the world, it is logical that many of them would choose to stay overnight to visit Bainbridge Island.
- BIMA does “host” many artists, their friends and families from outside of the area and uses local lodging establishments for them to stay on the Island, many times for several days in a row. We anticipate about 20 room nights for each exhibit. There are three exhibition rotations per year approximately 60 room nights annually. Often there are friends and family of the artist who attend the opening or may come to see an exhibit later in the show. We also invite experts and guests for educational programs who stay in Island lodging.

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).

- We don’t have a dollar figure to quantify the economic impact visitors have on Bainbridge Island. What we do know is many visitors take the ferry specifically to visit BIMA and often shop and dine in downtown Winslow. Arts-interested audiences often include people with discretionary income –they often shop in local stores and art galleries as well. Our own Museum Store has been busy and sales have been consistently strong. Our marketing efforts make BIMA one of the top sights to visit on Bainbridge Island.

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.

- BIMA’s attendance is strong throughout the year. We have three exhibition rotations per year, including openings in February, June and October. We also have other programs year-round. Since we are open seven days a week and are only closed for Thanksgiving and Christmas, we offer an opportunity for

people to visit Winslow on their days off. We also have educational programs and events we hold in the “off-season” that attract visitors from Seattle and the Puget Sound region.

e. The applicants’ demonstrated history of organizational and project success.

- BIMA has been open for three years and we have a wonderful record of hosting 80,000 visitors per year. Each of our three exhibition cycles feature diverse collections and attract different visitors depending on their interests. There are also people who attend every exhibition. We feel very proud of our successful record of presenting compelling and high quality programs and exhibitions that include our community and our region to attract visitors from near and far.

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.

- US Bank has funded our exhibitions through 2016.
- The Ames Family Foundation has provided funding for a Diversity Series featuring artists who culturally represent different points of view.
- The Mendocino Foundation has funded a program for BIMA to commission artists’ work for the Beacon Gallery (large front window on Winslow Way).
- We are partnering with the Suquamish Tribe for our Fall/Winter 2016-2017 Exhibition.
- Other partnerships are pending for 2017 exhibitions.

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

- BIMA’s success is dependent on attracting visitors from places other than Bainbridge Island. Docents collect information from visitors and count the number of visitors we have each day. Visitors often leave information about where they are from in our comment book. Based on that, we know BIMA is successful in attracting visitors from all over the United States and abroad, as well as from Seattle and other areas in Washington State.

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

- Revenue to support the 2017 Exhibitions is outlined in our Project Budget attached. We have several other proposals pending to support this project. COBI’s \$10,000 grant would provide significant support to go towards marketing 2017 shows and attracting tourists to the island.

LODGING/TOURISM FUND APPLICATION
Supporting Documentation

1. Provide a project timeline that identifies major milestones.
 - The 2017 Exhibitions rotate three times a year and feature approximate six or seven separate exhibitions for a total of 20 exhibits per year.
 - The rotations are Fall/Winter, Spring and Summer.
 - The Fall/Winter show opens October 14, 2016 and runs through February 2017
 - The Spring show will open in February 2017 and run through June 2017;
 - The Summer show opens in June/July 2017 and runs through September/October 2017.

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.
(See attached)

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 we not receive LTAC funding for this project, we would have to scale back our exhibitions and do fewer smaller shows- however we have committed to our "anchor" exhibitions and we will strive to seek alternative funding.

4. Provide copies of your organization's 2015 income/expense summary and 2016 budget.

5. Provide an estimate of 2016 revenue and expenses.

6. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.