

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

PROJECT NAME: TRILLIUM TRAIL 10K & 5K



501(c)(3) Organization, Tax ID # 91-1855049

Date of Incorporation: 1998 UBI # 601-799-385

Primary Contact: Barbara Trafton, Executive Director

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Type of Project described in proposal:

Marketing and operations of special event designed to attract tourists.

APPLICANT INFORMATION

1. *Describe the event or facility proposed including its purpose, history and budget. Include past attendance history if applicable and estimate the number of tourists draw 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 and what promotion is planned for 2017.*

The Bainbridge Island Parks Foundation presented the **Trillium Trail 10K** run last year in support of Parks Foundation work on trails on Bainbridge Island. The 2016 Trillium 10K was our first trail run: the only 10k race and true trail run on Bainbridge Island. The event is a Poker Run wherein participants collect playing cards along the route and submit at the finish line for a prize. Quality prizes are donated by our sponsors, generally outfitters of active gear. Every participant is eligible for a prize, and the best poker hands from submitted cards collected on the course are ranked for additional entries into the prize drawing. The main attraction of this event is an excellent, well-marked and beautiful trail looping through both the two Grand Forest parks, east and west, and along the Forest- to- Sky trail. Our Bainbridge Island trail system is being recognized regionally as a significant Island asset and offers potential to draw an increasing number of tourists over time. *(Please see the [American Trail Runner article](#) for enthusiastic coverage of BI Trails and the Trillium Trail 10K Run)*

The Bainbridge Island Parks Foundation wants to build this event to attract runners from all over, and believe that the event can attract visitors for a weekend excursion. Our 2017 event is planned once again on Mother's Day weekend, and we hope to attract families who will consider a celebration that includes a fun trail run and chance to enjoy our Island's attractions. This year we will add a 5 kilometer loop which will increase the number of participants, while still providing those wishing a longer route the only 10k event on the Island. Proceeds from the Trillium Trail 10k & 5k are designated as support for Bainbridge Island Parks Foundation trail work: expanding trail networks through the acquisition of trail easements, trail construction and trail maintenance and repair. These improvements will help to reinforce our excellent trail system, thereby providing an improved amenity for islanders and tourists alike.

The 2016 Trillium Trail Run attracted a total of 195 registrants, including 59 tourists.

The 2016 Actual Budget: Expenses totaled \$2021, with marketing expenses totaling \$1229. Net proceeds from the event totaled \$4888.

Marketing in 2016 included local newspaper and ferry advertisement, posters, banners, website and social marketing. Newspaper and Running association calendar postings were also promoted.

2017 Trillium Trail 10k & 5k: Our plan is to grow this event by 50% annually, increasing participants by adding a 5 kilometer run to the 10 kilometer route. A City of Bainbridge Lodging/Tourism Fund grant would enable the Parks Foundation to increase marketing to the greater region with an advertisement in a broad-reaching running magazine, an advertisement on the Bremerton ferry run, additional posters to mail to running stores from Bellingham to Spokane to Olympia, including Washington urban areas with active running communities.

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.*

We do not have true project partners, in terms of the application. The event does have effective support from the following:

- A) The Companies that provide prizes, yet to be lined up for our 2017 event. In 2016 these included Wilderrest, Born, Cascade Designs, Frank & Candor, Outdoor Research, SoleMates, Suunto and Vasque.
- B) The Bainbridge Island Metropolitan Park & Recreation District, which allows the Parks Foundation to run the race on District trails, waiving user fees, and helps to market the event in their Winter/Spring program guide and on their website.

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).*

Not applicable.

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:*

Not applicable.

PROJECT INFORMATION

1. *Describe the proposed project.*

- a. *Identify the Project's main objective and how each will be achieved.*

The main objective of the Trillium 10k & 5k is to build enthusiasm and support for Bainbridge Island trails. We, at the Parks Foundation believe that an excellent trail system is one of our community's finest amenities and worthy of appreciation locally, regionally and beyond. We believe that visitors, as with local citizens, wish to experience the natural beauty of Bainbridge. Trails provide that experience in a way that surpasses all others. We hope that before long, visitors will be able to walk off the ferry, get a taste of our natural beauty by walking through the BI Parks Foundation supported Waypoint Woods and then Waterfront Park, enjoy downtown treasures and then hike or cycle all the way to Gazzam Preserve or other trail systems. The Trillium Trail 10k & 5k will introduce off-island visitors to the fabulous trails our Island offers and lure them back for future visits.

- b. *Be specific as possible about the proposed services, measurable impacts, distribution method and costs.*

Proposed Service: Event planning, marketing and implementation of the Trillium Trail 10k & 5k on May 13, 2017

Measurable impacts: Numbers of participants including Islanders, non-islanders, visitors staying on the island, net proceeds for expanding and improving trails as an amenity for Islanders and tourists.

Distribution method: For this Trillium Trail 10k & 5K, the distribution of marketing materials will occur through 1.) Online media (website, Facebook, online public calendar postings, Instagram), and 2.) Print media (newspaper print advertisements, ferry screen advertisements, and posters).

Costs: Marketing, event equipment and supplies, administration payroll, and related permits and fees, as articulated in the project budget, Addendum A.

- c. If appropriate, provide details about the facility operating costs to be funded.

Not applicable.

2. *Provide a brief narrative statement to address each of the stated 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 in 2016.*

The May 13, 2017 Trillium Trail 10k & 5k on Bainbridge Island will draw runners from the greater Puget Sound area and a small group from beyond the region, as it offers the rare opportunity for a race that is both longer distance race and a trail race. With an early 7am check in and 8am race time, those needing to ferry or drive even moderate distances to the Island are likely to obtain overnight accommodations.

2016 marked the inaugural Trillium 10k Trail Run, a fundraiser benefiting the Bainbridge Island Parks Foundation. In its initial year, the event drew 195 total participants, with 53 of those being Washingtonians traveling from off-Island and an additional 6 people coming from out of state. Thus, 30% of race participants live outside of Bainbridge Island. Of those participants, 8 traveled from further than 50 miles from their home for the race.

In 2017, we expect a 50% increase in race registration. This would mean 87 visiting runners would be attending the race. We advertise the event to racers from the greater Puget Sound area by advertising on several competitive running websites as well as in newspaper event calendars in Western Washington. Trillium Trail 10k & 5k posters will be mailed to running store for bulletin board postings in urban areas throughout the state. Trillium Trail run flyers and course maps will be provided to all local lodging accommodations.

- b. *Expected impact on or increase in overnight stays on the island. Please include actual or estimated number 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.*

The 2017 Trillium Trail 10k & 5k begins at 8am with check in starting at 7am, thus making it likely for many off-Island runners to secure lodging on the Island for the previous night. In 2016, the race drew 20 runners from King, Pierce, and Snohomish Counties and 6 runners from out of state. Additionally, 33 runners came from off-Island locations in Kitsap County and the Olympic Peninsula. Those 2016 numbers reflect the race's inaugural year; we are projecting a 50% increase in participation in 2017, indicating 87 off-Island racers attending the event, with 13 attending from over 50 miles. Based on that number we project an estimated need for 20 lodging accommodations.

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

Visiting racers will bring increased businesses to Island lodging facilities, restaurants and retail businesses. Additionally, visiting racers will pay event entry fees which will benefit the Bainbridge Island Parks Foundation. BIPF will use profits from this fundraiser to improve and maintain Island trails, further enhancing recreational opportunities that will draw future Island visitors and thus increasing potential lodgers.

We predict the following economic impact for the 2017 Trillium 10k, based on 40 race participants coming from further than a 45 minute commute:

Lodging: 20 rooms at \$140 per night: \$2,800
Restaurant: 50 meals at \$20 each: \$1000
Retail/Souvenirs: 30 persons at \$20 each: \$600
Race Proceeds benefiting trails on Bainbridge Island: \$6700

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

The Trillium Trail 10k & 5k is scheduled for Saturday, May 13th, before peak tourist season. This is Mother's Day weekend, so our intent is to encourage a festive and active weekend on Bainbridge for running families: participate in a fun run and stay on Bainbridge for a full Mother's Day weekend celebration. Impact described in "c." above.

- e. *The applicants demonstrated history of organizational and project success.*

The Bainbridge Island Parks Foundation restructured in 2014 after a quiet history of issuing community seed grants for recreational projects since 1999. The Parks Foundation has made great strides and established itself as a productive and accountable organization since September 2014, with a new Board of Directors of established community leaders and first time staff. In the past two years the Parks Foundation has initiated new programs which have created positive impact in the community. Programs include a fiscal sponsorship program, which served for the creation of the dynamic Owen's playground, the trails program which has secured and constructed 3 miles of new trails on the island and provided funding for repair and maintenance to over 9 additional miles of trails. The Parks Foundation parks program has supported a new dock at Hidden Cove Park, restoration work at Blakely Harbor and two community grants programs which expand recreational opportunities initiated and endorsed by citizens on Bainbridge including the playground Schel Chelb Park, the new boardwalk at Fay Bainbridge Park, a new spring-gymnastics floor at the High School for community programs and invasive plant control efforts in parks all over the Island. These examples show that the Bainbridge Island Parks Foundation has a proven capacity to engage and implement. The 2016 Trillium Trail 10K was successful, fun and appreciated by participants. The Directors of the Parks Foundation and past participants encourage a second event to build on the popularity of the first. We are confident that the race will garner increasing enthusiasm and interest and that staging this fun run on Mother's day will provide an occasion for visitors to plan a celebratory weekend on the Island.

- 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.*

The Trillium Trail 10k & 5 k is a one-organization event in terms of implementation. Support is provided by the sponsors who provide the prizes for the participants. The Bainbridge Island Metropolitan Park & Recreation District permits the Parks Foundation to run the event on District property and cooperates with marketing effort by publishing Trail Run information on the Parks Foundation pages in the seasonal program guide, as well as in the events section of the Park District website.

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

The goal of increasing participation in the Trillium Trail run is easily accessed through evaluation of registration forms, which will also reveal the home locale of each participant. A simple survey will be included in the day-of-race registration process to determine the event impact on local lodging, restaurant and stores.

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

The Bainbridge Island Parks foundation requests this grant to cover the marketing costs for the Trillium Trail 10k & 5k event. The Parks Foundation will go beyond a match for this event by covering all administration, event equipment and supplies, and permits and fees. Prizes valued at \$2000 will be donated by local and regional businesses. Over 50 local volunteers will donate over 200 hours of their time to organize, set up, manage and take down the event.

SUPPORTING DOCUMENTATION

1. Provide a project timeline that identifies major milestones

2017 Trillium Trail 10k&5k Task Outline

Autumn 2016 - Solidify dates, course, reserve with Park District
Post on regional running association event calendars

January 2017 - Secure sponsors and prizes
Permitting with City and Parks District

February - Determine times, prices, other listing details
Marketing: boost posts on association online calendars
Secure and activate online registration
Marketing: design posters & banners
Update website: logos, registration form, dates
Staffing: secure volunteers, EMTs and police officers

March- Marketing: distribute posters & banners/ place ads

April- Confirm insurance coverage
Order Race & Registration Supplies
Design print materials: map, registration forms, etc.
Marketing: press release & social media push
Confirm & pick up prizes from sponsors

May- Purchase refreshments - bars, water, apples, oranges
Communication: confirm w/ volunteers and participants
Day Of Prep and Race

May 13th: 2017 Trillium Trail 10k& 5K

May- Post race reconciliation
Post-race acknowledgements and thanks

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.*

The Bainbridge Island Parks Foundation requests a grant of \$3000 to cover the marketing cost of the 2017 Trillium Trail 10k & 5k. Please see the attached Budget- Addendum A

3. *If applicable, please describe the projects 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.*

Scalability of the Bainbridge Island Parks Foundation Trillium Trail 10K & 5K: The event can effectively and safely manage up to 1000 participants with some slight course adjustments. The registration for an annual running event builds gradually over time, with the amount of marketing impacting the percentage of growth. We believe that effective marketing will expand this event by 505 participants in 2017. The attached revised budget scaled the marketing budget to match the recommended grant award of \$3000. We believe this marketing budget will provide the funding to engage a greater field of participants as outlined in this proposal.

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

Please see attached documents: Bainbridge Island Parks Foundation 2015 Income Statement & 2016 Bainbridge Island Parks Foundation Budget - Addendums B & C

5. Provide an estimate of 2016 revenue and expenses.

2016 Revenue for the Bainbridge Island Parks Foundation totaled \$336,037, with total expenses at \$302,236.

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

Not applicable.

Thank you for this opportunity to apply for LTAC Financial support!



Bainbridge Island Parks Foundation- Addendum A

BUDGET for the 2017 Trillium Trail 10K & 5K Run		
INCOME		Notes
Pre Registration	\$ 5,175	Est. 60 10K & 135 5k pre-registrations @ \$30-10K /\$25-5K
Day of Race registration	\$ 3,475	Est. 30 adult 10K & 65 5 K day of registrations, \$40-10K / \$35-5K
LTAC Grant for Marketing	\$ 3,000	
Total INCOME	\$ 11,650	
EXPENSES		
Administration -payroll	\$ 1,100	50 hours
Fees and Permits		
City Permit	\$ 25	
Police traffic directing	\$ 280	
Parks Fee	\$ -	Waived
Special event insurance rider	\$ 300	Need if participants exceed 500
SUBTOTAL	\$ 605	
Marketing		
Kitsap Runs calendar	\$ 15	
Graphic Design	\$ 1,000	
Print Large Course Map	\$ 35	With 5K course
Poster printing	\$ 150	Local and for mailing.
Postage for mailing posters	\$ 100	Mail to Running stores- Bellingham, Spokane, WallaWalla, Olympia etc.
Banner	\$ 420	Two @ \$6 sq. foot
Ferry TV ad	\$ 600	Both BI and Bremerton ferry TVs @ \$300/month per ad
Newspaper Ads	\$ 420	Kitsap Sun (\$230); Islander (\$190),
Online Magazine ad	\$ 235	Northwest Trail Runner magazine or Race Center Northwest
Facebook boost(s)	\$ 25	
SUBTOTAL	\$ 3,000	
Race equipment/course materials		
Timing clock rental	\$ 50	
Microphone rental	\$ -	Board/staff can provide
Portable toilets (2)	\$ 250	\$97.50/unit + \$40 delivery charge
Spray chalk, flagging	\$ 100	
Tyvek wrist bands, raffle tix	\$ 50	
Tent & table rental	\$ -	
Playing cards, red buckets	\$ -	
Raffle Buckets	\$ -	
Water & snacks	\$ 500	Cups for two-way water station, water bottles & energy bars at finish
SUBTOTAL	\$ 950	
Miscellaneous		
DOR forms, printer ink, paper	\$ 60	
Photographer	\$ 100	
Prizes	\$ -	Donated by local & regional outdoor businesses
Volunteer appreciation	\$ 100	gift cards at local bakery
SUBTOTAL	\$ 260	
Total EXPENSES	\$ 5,915	
NET INCOME	\$ 5,735	Net proceeds will support BIPF Trail Programs expanding & improving trail systems on Bainbridge Island.

Bainbridge Island Parks Foundation
Profit & Loss

January through December 2015

ADDENDUM B- BI PARKS FOUNDATION P&L

	<u>Jan - Dec 15</u>
Ordinary Income/Expense	
Income	
Interest & Fee Income	4,019.71
Contributions	76,338.48
Designated Contributions	12,000.00
Temp Restricted	215,123.30
Total Income	<u>307,481.49</u>
Expense	
Equipment Rental	86.96
Grant Awards	
Grants	48,054.50
Pass Through Awards	8,875.00
Grant Awards - Other	30,000.00
Total Grant Awards	<u>86,929.50</u>
Bank Fees	
Square/Paypal Fees	459.92
Bank Fees - Other	32.00
Total Bank Fees	<u>491.92</u>
Board Expense	24.59
Computer	
Software / New Comp	89.54
Computer - Other	73.97
Total Computer	<u>163.51</u>
Dues & Subscriptions	126.24
Food & Beverage	295.27
Insurance	1,380.00
License and Permits	103.00
Marketing	3,799.93
Payroll Expenses	
Taxes	3,464.77
Wages	30,000.00
Total Payroll Expenses	<u>33,464.77</u>
PO Box Rental	192.00
Postage	378.79
Printing and Copying	1,084.52
Professional Fees	
Admin Fee	4,007.02
Contract Services	5,000.00
Accounting	600.00
Bookkeeping	1,972.50
Professional Fees - Other	0.00
Total Professional Fees	<u>11,579.52</u>
Rent	2,354.00
Supplies	2,677.55
Telephone	621.51
Website Expenses	5,626.70
Total Expense	<u>151,380.28</u>
Net Ordinary Income	<u>156,101.21</u>
Net Income	<u><u>156,101.21</u></u>

Bainbridge Island Parks Foundation 2016 Budget

Income

Interest and fee income	\$	3,000
Contributions	\$	112,000
	\$	115,000

Operating Expenses

Bank Fees	\$	100
Board Expenses	\$	300
Computer	\$	2,200
Dues & subscriptions	\$	100
Food & beverages	\$	500
Insurance	\$	2,000
Business Licenses/taxes	\$	150
Marketing/promotion	\$	2,500
Payroll	\$	50,500
Postage	\$	500
Printing & Copying	\$	800
Accounting/Tax Preparation	\$	2,000
Bookkeeping	\$	2,000
Professional Fees - other	\$	500
Rent	\$	2,892
Supplies	\$	1,500
Telephone	\$	590
Website expenses	\$	500
Total Operating Expenses	\$	69,632

Fundraising /Event Expenses

Advertising	\$	500
Printing	\$	1,000
Design costs	\$	800
Supplies for events	\$	5,500
Permits and fees	\$	200
Video/ photography	\$	500
Total Fundraising Expenses	\$	8,500

Program Expenses

Trails Projects	\$	15,000
Parks Projects	\$	17,700
Total Program Expenses:	\$	32,700

Total Expenses

Operations	\$	69,632
Fundraising	\$	8,500
Programs	\$	32,700
Total Expenses	\$	110,832

2016 Budget at the Board Meeting on February 2, 2016

Budget does not include restricted project contributions.