

**CITY OF BAINBRIDGE ISLAND
2019 LODGING/TOURISM FUND PROPOSAL
COVER SHEET**

Project Name:

Bainbridge Island Wineries: Wine on the Rock

Name of Applicant Organization:

Bainbridge Island Winery Alliance

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

501 (C) 6 and Tax ID: 27-5507628

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

Incorporated: 1/7/2011. UBI Number: 603-079-863

Primary Contact: Brooke Huffman

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Please indicate the type of project described in your proposal:

v	Project Type
X	Tourism marketing
X	Marketing and operations of special events and festivals designed to attract tourists
<input type="checkbox"/>	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:

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.

The Winery Alliance of Bainbridge Island (WABI) was started in 2008 to leverage resources, share wine making best practices and organize events to attract tourist to Bainbridge Island. WABI's mission is to raise awareness of Bainbridge Island as a wine destination worth the visit. WABI does this by producing the best wine possible using grapes grown on the island as well as from Eastern Washington and organizing events to attract wine lovers and promote tourism. WABI's marketing efforts have supported the exciting and expanding tourism trends and opportunities happening on Bainbridge Island and we would love the opportunity to continue with these efforts on a larger scale in 2019.

Since 2009, the seven wineries on Bainbridge Island have been hosting four annual open house style wine events. In 2016, WABI engaged the services and expertise of a marketing consultant to better organize events and raise awareness of Bainbridge Island wines and create professionally organized and executed events throughout the year to attract visitors nationwide to Bainbridge Island. The first event led by the marketing consultant was held over two days, July 23 and 24, 2016. The event was a massive success in achieving the goal of attracting out of town visitors to the island for the weekend as well as bringing visibility to the wineries on Bainbridge Island. Over the past two years, we have leveraged LTAC funds to increase attendance and visibility to the wineries on Bainbridge Island. The success of our 2018 events to date (last 2018 event is Nov 10 & 11) can be measured by the below results:

- 648 event attendees (for three events) – 94% of event tickets were sold to those who live outside of Bainbridge Island. In 2018, for the first three events, 83% of event tickets were sold to those who live outside of Bainbridge Island. We've increased off island attendance by 13% in the last year and public relations & marketing outreach efforts resulted in over 900K impressions.

Promotion and marketing of the events include:

- Facebook Ads
 - o 178K impressions
- WABI Website
 - o Events listed on website with ticket link. Custom link clicks for 2018 events:
February: 4,365 May: 969 July: 899
 - Washington State Wine
 - o Each event posted event on website
 - o Two newsletters emailed to 2700 with a 20% open rate (1,080 impressions)
 - o 3 posts on Twitter w/ 14K followers
- Visit Kitsap Peninsula
 - o Posted event on website
 - o Facebook post over w/ 7,500 followers
 - o Boosted Facebook post - thousands more impressions
 - o eNewsletter w/ 13K subscribers
 - North Kitsap Tourism Coalition: Created 1 promo video, Video sent to email list and multiple ads place on Facebook page (3,554 likes), Inclusion on website events
 - BI Lodging Association: Posted events on website, Targeted emails, Multiple Facebook posts (768 followers)

- Localwineevents.com & The Juice email list: Weekly emails the month before the event to over 12K on email list
 - Washington Tasting Room Magazine: Online article – website has 5K unique monthly views, Event published in magazine – readership of 50K, Social media postings w/ 5K FB followers
 - Kitsap Sun: Article published in Kitsap Weekly, Event posted on website
 - Bainbridge Island Review: Event posted on website
 - BI Chamber of Commerce: Event posted on website, Social Media posts to Facebook (1.2K likes) and Instagram
 - www.winesnorthwest.com: Event posted on website
 - Winery Promotion: Each of the seven wineries sent multiple newsletters to their wine club and email list as well as promoted on their Facebook pages
 - Wine Press Outreach:
 - o Sean Sullivan – WA Wine Report
 - o David LeClaire – Seattle Uncorked & Esquin Wine Merchants
 - o Andy Perdue – Great NW Wine
 - Posters displayed at:
 - o Docs, Blackbird Bakery (3x), Bulletin board on Madrone Ln, Cups, T&C, Lynnwood Center
 - o Off Island at Central Market & Poulsbo Front St bulletin board.
- Post event media expose included: - Article in West Sound Home and Garden Magazine

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 the number of tourists estimated to attend for 2019. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2019? **See #1**

2. If appropriate, please identify any project partners and briefly describe the involvement of each. Please note that the maximum award of \$130,000 will apply to any single project, even if proposed by a team of partners.

While the application is being submitted solely by the Winery Alliance of Bainbridge Island, we are actively partnering with local organizations to bring greater success to our events. We could not do what we do without the support and partnership of these great island organizations. The LTAC grant has allowed us to be able to grow our partnerships with local non-profits to further our reach and mission.

BI Lodging Association

Most people who attend our Wine on the Rock events are traveling from out of the area (94%) and will need a room for the night. The Winery Alliance of Bainbridge Island (WABI) has partnered with BI Lodging to offer discounts for past wine weekend events to further encourage overnight stays. For future events, we will be partnering with Bainbridge Island Lodging again to post special wine weekend events on both the WABI and Bainbridge Island Lodging website. We will actively partner with local lodging to offer discounts to guests who stay two or more nights during our wine weekend events and continue to build these partnerships. Special overnight accommodation info will be posted on our ticket sales website (Eventbrite.com) as well as on our WABI website and Facebook page. BI Lodging has become a great supporter of BI wineries and we want to continue to build this relationship and obvious partnership in 2019 with wine related events that support local causes. In 2018 we were able to host two “meet with winemaker events” that attracted more visitors to our island. In partnership with BI Lodging Association, we had over 50 people attend an event with the

winemakers from three wineries at The Marketplace at Pleasant Beach the Friday, February 9th. This event was held the night before our February Wine on the Rock event. One great success story from LTAC funds at work during this event:

Two ladies came to the February 9th meet with winemaker's event from Federal Way. They had originally heard of the Bainbridge Island Wineries at Taste WA, an event that we were able to attend and have a table at in March due to LTAC funds. The ladies had tasted our wines and received a brochure at Taste WA. They started following our Facebook page and saw this event at The Marketplace at Pleasant Beach. They decided to drive to the island, spend the day shopping, eating and having fun before attending the event. These are two ladies that were able to explore our island because of LTAC!

Visit Kitsap Peninsula has also been a great partner. They have a robust marketing outreach plan and have done a fair amount to promote the wineries and events on Bainbridge Island. They posted all our Wine on the Rock events on their website, posted on their Facebook page with over 7,500 followers and paid to boost our event posts (from Visit Kitsap funds), garnering thousands more impressions. WABI will continue to partner with Visit Kitsap and include Visit Kitsap on our website. Because of this partnership, we were able to present our wines and pour for a Port of Seattle event with international attendees in Poulsbo on September 22nd.

North Kitsap Tourism Coalition was a great partner in 2017 and 2018 in helping support our Wine on the Rock events. NKTC produced a long promo video and a shorter short video for our July WOTR event. In 2017, we produced a video interviewing our executive director about the WOTR event series. Below is what they spent in July to help promote our event:

WOTR VIDEO 1 LINK: <https://www.facebook.com/northkitsaptourism/videos/1748698925166641/>

- 7.4k video views
- 4,047 people reached
- 10 shares
- 200 clicks to www.wasanctuaryshore.com/wineontherock
- \$40 spent on boosted post to NKTC FB page

WOTR VIDEO 2 LINK: <https://www.facebook.com/northkitsaptourism/videos/1763616580341542/>

- 162 views
- Not boosted on NKTC FB page
- 22 clicks to <https://www.eventbrite.com/e/wine-on-the-rock-wine-food-live-music-tickets-47068792024>

WOTR VIDEO 1 AD LINK: <https://www.facebook.com/585629764806902/posts/10214748524240199>

- 11,746 people reached
- 9.7 k views
- 4 shares
- 106 clicks to <https://www.eventbrite.com/e/wine-on-the-rock-wine-food-live-music-tickets-47068792024>
- \$188.22 spent on Facebook video ad

WOTR IMAGE RETARGETING AD LINK:

<https://www.facebook.com/585629764806902/posts/1754916857878181>

- 664 people reached
- 2 shares
- 23 clicks to <https://www.eventbrite.com/e/wine-on-the-rock-wine-food-live-music-tickets-47068792024>
- \$12.27 spent on Facebook Image ad

TOTAL NUMBER OF PEOPLE REACHED ON FACEBOOK: 16,457

TOTAL FACEBOOK VIDEO AD VIEWS: 13,909

TOTAL NUMBER OF PEOPLE CLICKING FROM FACEBOOK ADS ONTO NKTC/WOTR LINKS: 351

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 (2014-2018).

2017 Funds Awarded: \$6000 Funds were used to support four Wine on the Rock events, plus three additional wine events.

2018 Funds Awarded: \$14,500 Funds were used to support four Wine on the Rock events, a contractor, plus three additional wine events.

Wine on the Rock events were two-day wine events bringing in 648 attendees (Nov 2018 event not included. Estimated attendance at 200). 94% of attendees from the first three events of the year were from off island. We partnered with BI Lodging Association to offer a room package deal for the February & May WOTR events. We'd like to leverage the BILA's resources to continue to offer promotional discounts for our 2019 events. We would also like to explore supporting other on-island events in partnership with the wineries. The winemaker's supported the Paint Out Winslow event in early September in partnership with BILA by hosting a "meet the winemaker's event" which drew 90 attendees.

As mentioned, we partnered with North Kitsap Tourism Coalition to create a video promoting the July 2018 WOTR event. Several ads were placed to promote this video on Facebook with fabulous results!

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Bloedel Reserve was another partner we worked with to create a special Valentine's Day package that could be promoted in the wineries, on our website, social media and through BI Lodging locations. The wineries were also able to pour wine for the first time at the outdoor summer concert series.

Visit Bainbridge Island and Chris Muller have been a huge asset to our island and WABI. Chris has done some fabulous work to raise awareness of our island and open doors with the Seattle Concierge Association. We have partnered with them on many events and tastings for various groups. WABI also attended the Seattle Concierge convention and poured wines and donated to a gift basket along with several other island organizations.

LTAC funds helped us attend three off island wine focused events. We received great visibility with wine lovers in the area surrounding BI, received very positive feedback on our wines and created interest and a reason to visit Bainbridge Island. We were excited to be able to attend and would like to continue to build on the momentum by attending these events again next year. These events were:

Seattle Food & Wine Experience: A three-day food and wine event organized by Seattle Magazine. We had a table at this event and placed an ad in Seattle Magazine which was distributed to all 10K attendees at the event and in distribution.

Taste Washington: We attended Taste Washington for the first time in 2017 with support of LTAC funds and had great awareness for our Wine on the Rock events and BI. In 2018, most event attendees were surprised to find that there are seven wineries on BI and were excited to visit for Wine on the Rock events. We distributed over 1000 rack cards advertising our events.

Kitsap Wine Festival: Event was held in Bremerton at the Fountain Park and was a great event to reach those that are in Bremerton, Gig Harbor, Port Orchard and beyond. Like other events, many attendees were surprised to hear about the wineries in their backyard and wanted to visit. This event had record attendance of over 1K.

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

LODGING/TOURISM FUND APPLICATION

Project Information

1. Describe the proposed project.

- a. **Scope:** Identify the Project's main objectives and how each will be achieved. Be as specific as possible about the proposed services, measurable impacts, distribution method, and costs.
- b. **Budget:** Include a detailed budget for the proposed project with itemized 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.
- c. **Schedule:** Provide a project timeline that identifies major milestones. **Timeline attached.**

The main objective of our project is to raise awareness of Bainbridge Island as a wine destination through 4 annual Wine on the Rock events as well as 2 off island events and the creation of the Bainbridge Island Wine Trail program. The island is home to seven great and unique wineries that are worth the visit from Seattle and beyond. The economic impact of wine and wine grapes in Washington shows an increase of \$1.3 billion since 2009, or a compound growth rate of 8.5 percent per year, according to a recent study by Washington State Wine. The economic impact of the state's wine industry was \$4.8 billion in 2013, up from \$3.5 billion in 2009 and is continuing to increase at a rapid rate. We have seen what focused marketing efforts can do to capitalize on this economic growth for wine areas like Woodinville Wine Country and Wine Yakima Valley and would like to see the same kind of tourism and promotion for Bainbridge Island. These wine areas have close partnerships with the local chamber of commerce as well as local businesses and create regular special events and plan wine weekend itineraries for out of town visitors and WABI hopes to do the same. The chamber of commerce and downtown association have been great partners in promoting our 2018 Wine on the Rock events and we expect them to continue with this support.

We will achieve our project's objective primarily through our four 2019 Wine on the Rock weekend events: February 9 & 10, May 11 & 12, July 27 & 28, Nov 9 & 10. All events will receive the marketing and PR support listed above plus distribution of flyers and brochures at Seattle hotels and increased social media promotion via ads on Facebook and Instagram. Our ongoing BI Lodging package will continue to be promoted for each event and for anyone who stays two or more nights on the island during WOTR, they receive a bottle of local wine in their room, \$5 discount on WOTR ticket, discount at other local attraction (like Bloedel) or local restaurant. We are requesting funds to be able to advertise ticket sales for these events on social media as well as provide updated marketing materials to support the events to the Seattle market. We are requesting a total of \$6,000 for WOTR promotion which consists of the following:

- o \$1200 to place Facebook targeted ads (\$300 per event)

- o \$800 for event posters and cards to distribute to attendees with a map of Bainbridge Island, featuring local establishments and highlights while they're out wine tasting at the event. (\$200 per event)
- o \$1500 graphic designer fees for collateral, rack cards and social media graphics
- o \$2500 rack card printing. For placement on the Seattle/Bainbridge ferry terminal.

In addition to the four Wine on the Rock events, WABI would like to attend off island events to promote our wine destination and attendance for the Wine on the Rock weekends. We are starting to create visibility for our island as a wine destination and would like to continue the momentum by attending wine events again. These events include:

1. Taste Washington: March 28-31, 2019. This year is the 22nd anniversary of the event and will have over 70K attendees from around the state and nearly 300 wineries and over 65 restaurants. The event takes place at Century Link Field and is one that WABI should attend. Other wine regions like Woodinville Wine Country, Wine Yakima Valley and the Olympic Peninsula Winery Association have a presence at this event, sharing their wine and promoting tourism with this targeted audience and Bainbridge wines need to be represented as well. WABI has attended this event the last two years with the support of LTAC funds. Details include: 10x10 booth, pouring all seven island winery wines and promoting our Wine on the Rock events. We attended this event the last two years with support of LTAC funds and had great visibility for our wineries and BI. Total Taste Washington event cost estimated at \$1,450 and includes:

- o \$250 booth fee
- o Give aways: \$1,000
- o Custom table runner: \$200

2. Kitsap Wine Festival: August 10, 2019. WABI has attended this event the last two years with the support of LTAC funds. The event is held at Harborside Fountain Park, Bremerton with over 1K attendees. This is a local food, wine and music event attracting attendees from all over Kitsap County and beyond. There are no wineries in Bremerton and Bainbridge Island has the closest winery location. Anyone in Kitsap County is a target market for our wine consumer and close enough for a weekend getaway. This event provides visibility and promotes tourism. Total event costs are estimated at: \$200 and includes:

- o Event fee: \$200

3. The Bainbridge Island Wine Trail program will utilize the existing "Donor Trail App" that is being used for the Kitsap-Olympic Ale Trail to create a Wine Trail Program. How it works: You purchase the Kitsap-Olympic Wine Trail Pass for \$20.00 on the Donor Trail App or you can purchase a gift card that you redeem on the App. The Kingston-North Kitsap Rotary Club manages the collection of the donations to the charity of your choice. They are 100% volunteer run with no administration cost. The Host Club determines the proceeds collected from the Trail Pass and each charity is given a check by the Club. Non-profits can be selected by the wineries and can be designated to those on or around Bainbridge Island. The trail pass is good for one year from the time it's activated. All seven Bainbridge Island wineries would offer deals redeemable in the tasting rooms and would also feature a deal involving overnight accommodations. The BILA is excited about the potential of this idea and is in full support of the Bainbridge Island Wine Trail. We see this as a great way to get people onto the island to stay and enjoy wines over multiple days. We have the freedom to create whatever offers or packages we'd like and can involve many island businesses and organizations to help increase usage of the Wine Trail program. There is little cost to create the offer (discount responsibility would fall on the individual wineries), but funds are needed to help promote and market this program.

- o Social media paid promotion: \$500
- o WABI website updates: \$500

Marketing Consultant: To execute our marketing and event efforts and maintain our website, we need funding for continuing with our part time marketing consultant. The consultant will be able to provide year-round support not only for these Wine on the Rock events and other community events, but also help with PR efforts, collaboration with other BI organizations, social media posting, etc. Part of the consultant's responsibilities would be to elevate Bainbridge Island as a wine destination and the wines of Bainbridge Island through the WABI website and digital presence. There are over 3.3 billion active social media account users and WABI would like to capture more of their attention. Marketing consultant annual fees - \$15,000

A. Total funds needed to execute all items in this plan would be **\$23, 650**.

Alternate levels of funding:

B. **\$19, 450**: Includes removing Kitsap Wine Festival event, Wine Trail promotion and half WOTR support.

C. **\$16, 950**: Includes removing Kitsap Wine Festival event, Wine Trail promotion, half of WOTR support and reduction in marketing consultant hours.

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.

2. Provide a brief narrative statement to address each of the selection criteria:

- a. Expected impact on increased tourism in 2019. Please provide specific estimates of how the project will impact the number of people traveling fifty miles or more to Bainbridge Island for the activity, or who will travel from another country or state outside of Washington State to attend the activity. If appropriate, compare/contrast this impact to the actual or estimated number of tourists at your event/facility in 2017 and estimates for 2018.

As mentioned above, our first three 2018 Wine on the Rock events had 648 attendees. We could accommodate as many as 400 pre-event tickets for each of these 4 events. Our goal was to have 85% of attendees visiting from off island and we are at 94% for the first three events. With continued focus on targeted marketing efforts outside of Bainbridge Island, we would like to continue attracting 90-95% of attendees visiting from off island for 2019. With most people attending this event from out of town and drinking, the odds of them staying for one or more nights are high. Using our projected numbers, this would bring in an additional 1,500 new visitors to the island next year solely for Wine on the Rock events. With additional focus on attending outside events like Taste Washington and Kitsap Wine Festival, as well as launching the BI Wine Trails program we would conservatively estimate if 2% of attendees at these events visited the Island, we could bring in several hundred additional visitors for overnight stays next year. Visitors may also see Bainbridge Island as part of our marketing efforts and visit the island for attractions other than wine, which we can't measure.

Another great success story we heard at our February WOTR event was from a group of 10 ladies who all came to Bainbridge Island from out of state. They have been friends for years and each year plan a week away. They each live in different US cities and states and saw our WOTR event through our Facebook ads. They said it sounded like fun, rented a house for the week and spent their girl's trip on Bainbridge Island and attending WOTR! There are many stories like this that aren't quantifiable, but significantly impact tourism on the island.

- 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 Island lodging establishments in 2019 because of the proposed activities. Please include the basis for any estimates.

With Wine on the Rock events happening over two days, spread across multiple wineries, most of the attendees visiting from out of the area would need overnight accommodations for at least one night. Because most of our attendees are out of town and many out of state, a two-night stay is very likely. If only 50% of those who purchased a ticket to the Wine on the Rock event stayed overnight (this will likely be higher since 90+% of attendees will be coming from off island), that would be an additional 800 people staying overnight. This would further increase our need to partner with other Kitsap county lodging to support the amount of overnight lodging needed for these attendees.

- 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).

If those 800-people stayed overnight (2 guests per room) at an average of \$150/night for only one night, the Wine on the Rock events would bring an additional \$60K in revenue for Bainbridge Island or Kitsap lodging. The number would increase to \$120K if attendees stayed two nights.

Dean Runyan Associates estimates that for every \$1 spent by guests on accommodations, another \$5-8 is spent at local shops, restaurants and attractions. On the low end, we can estimate that visitors would spend about \$600K annually on Bainbridge Island because of our Wine on the Rock events.

Wine production supports tourism. Total consumption of wine and wine consumption per capita are at all-time highs in the United States, and a recent Gallup poll indicates that Americans' alcoholic beverage preference is shifting from beer to wine and liquor. Washington's wine industry is an important attractor of tourists. As the state's wine offerings increase in popularity, its wineries become more attractive tourist destinations. In 2014, an estimated 808,000 tourists visited wineries in Washington State, including 2.1 million winery visits. Total spending by wine tourists reached an estimated \$193.1 million in 2014! Bainbridge Island needs to further capitalize on this growth!

- 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.

Three of our four Wine on the Rock events happen in the off season. If these events attracted 400 attendees each, we would expect about 1200 attendees total in the off-season. If 50% of those stayed overnight (2 guests per room) at an average of \$150/night for one night, we would expect Wine on the Rock to bring in an additional \$45K in revenue for Bainbridge Island or Kitsap lodging. This number would increase to \$90K if those attendees stayed two nights.

- e. The applicant's demonstrated history of organizational and project success.

As outlined above, we have had two years of organized Wine on the Rock events with huge success measured in attendance, off island visitors, marketing impressions and public relations post event. Leading the efforts for these events is a marketing professional with over 15 years of corporate marketing and event planning experience. She has worked with WABI since April 2016 and has already done a significant amount to increase awareness of Bainbridge Island and the wineries. She has master's degree in business as well as a wine fundamentals certification from the International Sommelier Guild and a Wine & Spirit Education Trust Wine Level 2 Certification. We would like to be able to utilize this consultant further in 2019. She also serves as a critical liaison between WABI and other island and off island organizations creating relationships to promote tourism.

- 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.

To continue to build on the success of 2018 Wine on the Rock events and further partner with BILA, those member properties will offer guests who attend the Wine on the Rock event and stay at their property a free bottle of local wine and discounted event tickets. Several opportunities popped up during the year which we were able to support because of LTAC. Receiving this grant helps us better partner with local non-profits and work together to create additional events and marketing programs which encourage overnight stays. We plan to partner with Bloedel to provide wine for summer concerts again next year. We are also partnering with Visit Kitsap on event promotion for organizations like the Port of Seattle. We worked very closely with Visit Bainbridge Island to provide tastings and host events to assist Visit Bainbridge Island's efforts. Chris Muller has been a huge asset to our island and has done some fabulous work to raise awareness of our island and open doors with the Seattle Concierge Association.

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

Our Wine on the Rock event goals can be easily measured by ticket sales. We can also measure the number of overnight stays by providing attendees with a special promo code when booking accommodations. Any other events, like a winemaker's events can also be measured by tickets sold and attendees. Other event results (like Taste Washington) can be tracked through the brochures given out at the events. We will add a promo code on the cards for anyone purchasing tickets from those events to use when registering.

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

Visit Kitsap Peninsula (VKP) has been a great partner with WABI supporting our Wine on the Rock events each year with VKP funds for social media posting which received tremendous results. Depending on their grant, Visit Kitsap Peninsula will give matching paid and in-kind media and promotional support, which includes pro-bono membership for all the wineries. This includes all the marketing that the VKP is already doing for WABI about digital marketing; eNewsletters, event promotion, etc. We are also planning a co-op marketing effort with Wine on the Rock events and lodging packages, including buying Facebook posts.

North Kitsap Tourism Coalition was a great partner in promoting our 2018 Wine on the Rock events through video creation and social media and is again looking to provide support for these events in 2019.

BI Lodging association has a special events tab on their website and will promote our Wine on the Rock events as well as help in planning, executing and hosting various events throughout the year.

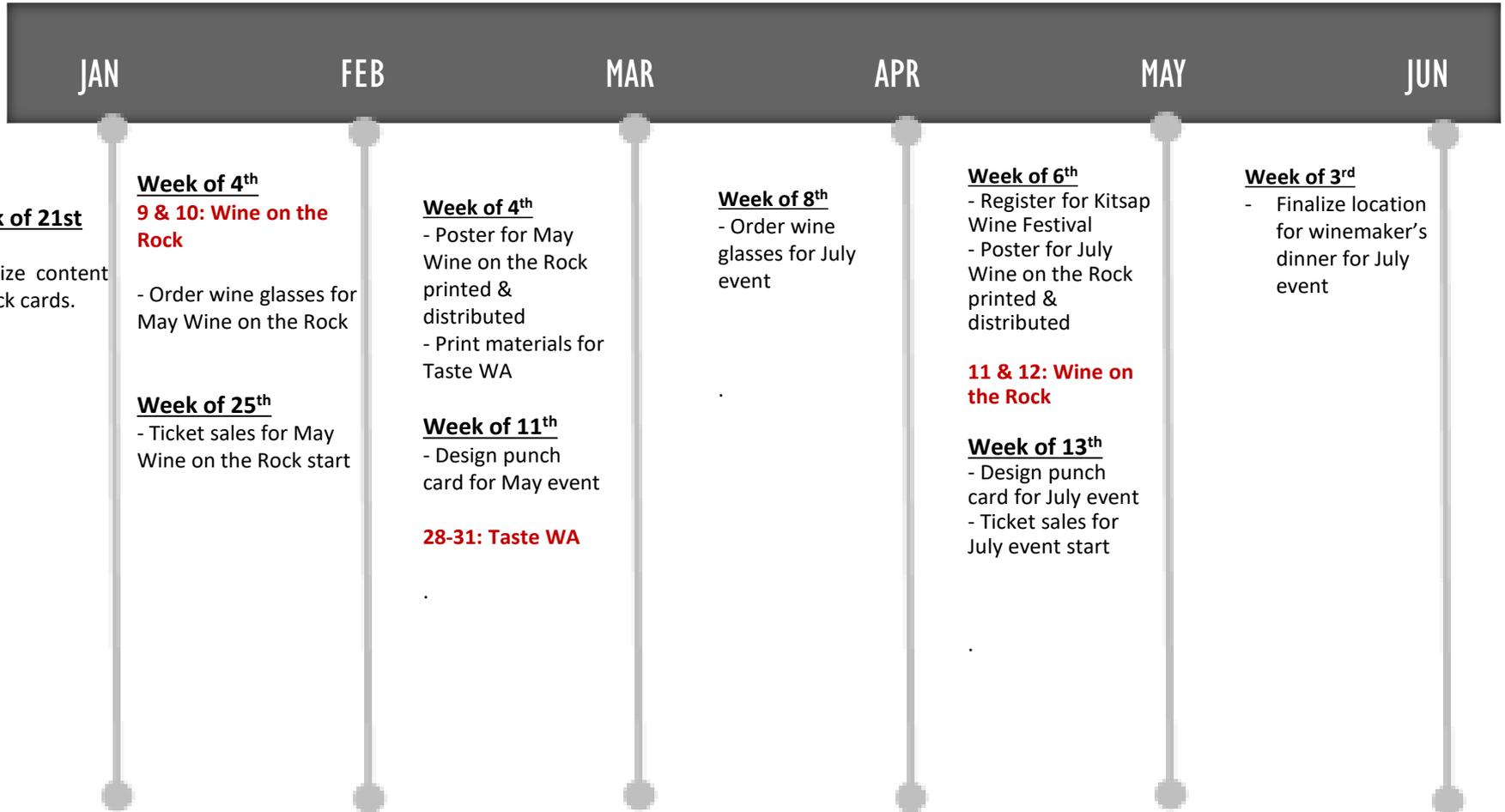
LODGING/TOURISM FUND APPLICATION

Supporting Documentation

1. Provide your organization's 2017 income/expense summary.
2. Provide your organization's 2018 budget and an estimate of actual 2018 revenue and expenses.
3. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.



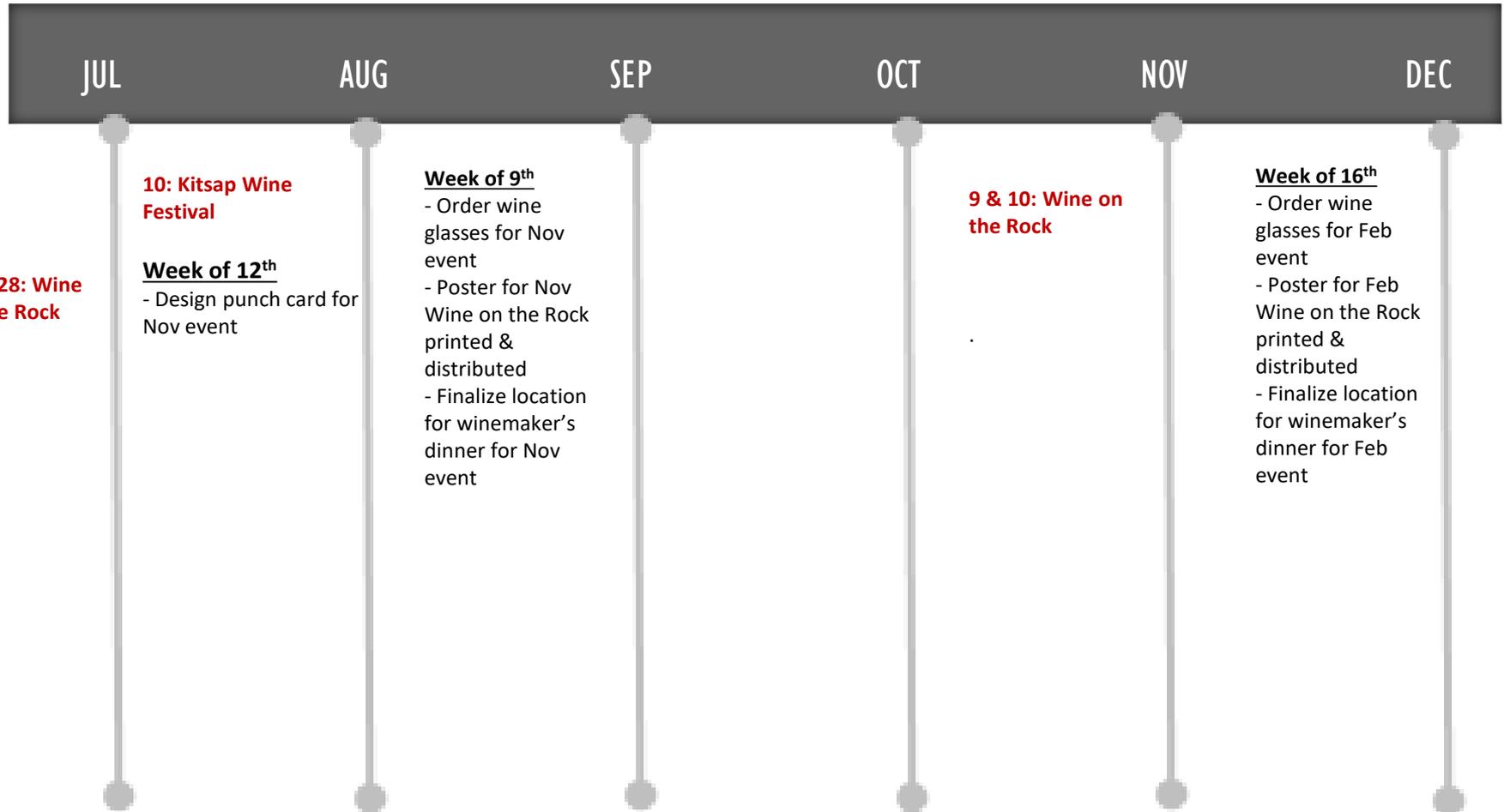
2019 Winery Alliance of Bainbridge Island: Winery Tourism Events Project Timeline



Marketing, PR activities and social media ads are continuously occurring throughout the year.



2019 Winery Alliance of Bainbridge Island: Winery Tourism Events Project Timeline



27 & 28: Wine on the Rock

Marketing, PR activities and social media ads are continuously occurring throughout the year.

Winery Alliance of Bainbridge Island
Profit & Loss
January 1 through December 14, 2017

	<u>Jan 1 - Dec 31, 17</u>	Budget 2017	Budget 2018	LTAC 18	2018 w/o LTAC
Ordinary Income/Expense					
Income					
Government Grants					
Local Government Grants	<u>5,321.34</u>	<u>6,000.00</u>	<u>12,000.00</u>	<u>12,000.00</u>	<u>0.00</u>
Total Government Grants	5,321.34	6,000.00	12,000.00	12,000.00	0.00
Other Types of Income					
Promotional Events					
Promotional Event Income	<u>38,228.49</u>	<u>30,000.00</u>	<u>38,000.00</u>	<u>0.00</u>	<u>38,000.00</u>
Total Promotional Events	<u>38,228.49</u>	<u>30,000.00</u>	<u>38,000.00</u>	<u>0.00</u>	<u>38,000.00</u>
Total Other Types of Income	38,228.49	30,000.00	38,000.00	0.00	38,000.00
Program Income					
Member Assessments	875.00	0.00	0.00	0.00	<u>0.00</u>
Membership Dues	<u>4,190.00</u>	<u>3,920.00</u>	<u>4,200.00</u>	<u>0.00</u>	<u>4,200.00</u>
Total Program Income	<u>5,065.00</u>	<u>3,920.00</u>	<u>4,200.00</u>	<u>0.00</u>	<u>4,200.00</u>
Total Income	<u>48,614.83</u>	<u>39,920.00</u>	<u>54,200.00</u>	<u>12,000.00</u>	<u>42,200.00</u>
Expense					
Bank Service Charges	1.16	<u>0.00</u>	0.00	0.00	0.00
Business Expenses					
Business Registration Fees	<u>25.00</u>	<u>10.00</u>	<u>25.00</u>	<u>0.00</u>	<u>25.00</u>
Total Business Expenses	25.00	10.00	25.00	0.00	25.00
Contract Services					
Accounting Fees	830.00	0.00	1,500.00	0.00	<u>1,500.00</u>
Outside Contract Services	<u>5,750.00</u>	<u>5,750.00</u>	<u>10,120.00</u>	<u>10,120.00</u>	<u>0.00</u>
Total Contract Services	6,580.00	5,750.00	11,620.00	10,120.00	1,500.00
Operations					
Computer/Internet	151.53	150.00	200.00	0.00	<u>200.00</u>
Postage, Mailing Service	314.44	125.00	300.00	0.00	<u>300.00</u>
Printing and Copying	57.09	60.00	60.00	0.00	<u>60.00</u>
Supplies	<u>9.19</u>	<u>10.00</u>	<u>10.00</u>	<u>0.00</u>	<u>10.00</u>
Total Operations	532.25	345.00	570.00	0.00	570.00
Other Types of Expenses					
Advertising/Marketing Expenses	6,446.31	5,256.00	9,000.00	800.00	<u>8,200.00</u>
Memberships and Dues	990.00	495.00	990.00	0.00	<u>990.00</u>
Other Costs	45.00	0.00	0.00	0.00	<u>0.00</u>
Promotional Events	<u>15,356.34</u>	<u>13,253.00</u>	<u>17,000.00</u>	<u>1,080.00</u>	<u>15,920.00</u>
Total Other Types of Expenses	22,837.65	19,004.00	26,990.00	1,880.00	25,110.00
Passthrough income	<u>582.90</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Expense	<u>30,558.96</u>	<u>25,109.00</u>	<u>39,205.00</u>	<u>12,000.00</u>	<u>27,205.00</u>
Net Ordinary Income	18,055.87	14,811.00	14,995.00	0.00	14,995.00
Other Expense					
Revenue Share Distributions	<u>7,552.34</u>	<u>14,811.00</u>	<u>14,995.00</u>	<u>0.00</u>	<u>14,995.00</u>
Total Other Expense	<u>7,552.34</u>	<u>14,811.00</u>	<u>14,995.00</u>	<u>0.00</u>	<u>14,995.00</u>
Net Other Income	<u>-7,552.34</u>	<u>-14,811.00</u>	<u>-14,995.00</u>	<u>0.00</u>	<u>-14,995.00</u>
Net Income	<u><u>10,503.53</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>
Retained Earnings	3,000.00				
EOY Distributions	7,503.53				
Per winery	1,071.93				

Winery Alliance of Bainbridge Island Profit & Loss

January through December 2017

Jan - Dec 17

Ordinary Income/Expense	
Income	
Government Grants	
Local Government Grants	6,000.00
Total Government Grants	<u>6,000.00</u>
Other Types of Income	
Promotional Events	38,228.49
Total Other Types of Income	<u>38,228.49</u>
Program Income	
Member Assessments	875.00
Membership Dues	4,190.00
Total Program Income	<u>5,065.00</u>
Total Income	<u>49,293.49</u>
Expense	
Bank Service Charges	1.16
Business Expenses	25.00
Contract Services	7,152.50
Operations	552.25
Other Types of Expenses	22,718.74
Reconciliation Discrepancies	113.91
Reimbursable Expenses	582.90
Travel and Meetings	30.00
Total Expense	<u>31,176.46</u>
Net Ordinary Income	18,117.03
Other Income/Expense	
Other Expense	
Ask My Accountant	5.00
Revenue Share Distributions	11,840.06
Total Other Expense	<u>11,845.06</u>
Net Other Income	<u>-11,845.06</u>
Net Income	<u><u>6,271.97</u></u>

Winery Alliance of Bainbridge Island
Profit & Loss

January through July 2018

Jan - Jul 18

Ordinary Income/Expense	
Income	
Government Grants	
Local Government Grants	3,174.17
Total Government Grants	<u>3,174.17</u>
Other Types of Income	
Promotional Events	18,700.00
Total Other Types of Income	<u>18,700.00</u>
Program Income	
Membership Dues	2,100.00
Total Program Income	<u>2,100.00</u>
Total Income	<u>23,974.17</u>
Expense	
Bank Service Charges	49.00
Business Expenses	10.00
Contract Services	9,049.03
Operations	271.90
Other Types of Expenses	
Advertising Expenses	6,048.20
Insurance - Liability, D and O	506.00
Memberships and Dues	632.00
Promotional Events	3,522.81
Total Other Types of Expenses	<u>10,709.01</u>
Reconciliation Discrepancies	0.03
Total Expense	<u>20,088.97</u>
Net Ordinary Income	<u>3,885.20</u>
Other Income/Expense	
Other Expense	
Revenue Share Distributions	3,215.79
Total Other Expense	<u>3,215.79</u>
Net Other Income	<u>-3,215.79</u>
Net Income	<u><u>669.41</u></u>



Bainbridge Island Lodging Association
Post Office Box 10895
Bainbridge Island, WA 98110

Dear LTAC Committee members,

The Bainbridge Island Lodging Association would like to offer our enthusiastic support for the Winery Alliance of Bainbridge Island (WABI) and for their request for funding through the City Improvement Fund.

The Wine Alliance has approached us to partner in cross promotion and event collaboration. We look forward to these opportunities. The Island Lodging Association is committed to offering their event participants a special welcome for wine weekends. We will also provide a direct link on our website to their event page and website.

We are impressed by the new WABI collaboration and the events they have put together thus far. The Wine on the Rock weekends have been very successful! We look forward to a close partnership that will allow us to package wine tours and lodging to entice more out of town guests. Our Lodging Association is already in discussion with WABI and planning a winemakers reception in November. That event will allow us to introduce the Wine Alliance, and their plans, to Island lodging owners. We recognize that having events and partners like WABI allow us to bring more visitors to the island. Lodging will be an important aspect to insuring these valued visitors have a positive island experience.

We look forward to supporting WABI in their future events and endeavors and understand the importance of working together with other island organizations to increase tourism and put a special touch on visitor experiences.

Sincerely,

Stella Ley
Farm Manager
Wacky Nut Farm LLC – www.wackynutfarm.com

Treasurer
Bainbridge Island Lodging Association - BainbridgeLodging.com



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Executive Director

Cindy Vandersluis
Program Manager

September 21, 2018

To: 2019 Lodging Tax Committee

From: Jerri Lane/Executive Director/Bainbridge Island Downtown Association

Re Winery Alliance of Bainbridge Island

It is my pleasure to recommend the LTAC proposal submitted by the Winery Alliance of Bainbridge Island.

This coalition has been a real boost to developing itineraries for visitors and groups and showcases the wonderful vitality of our Bainbridge Island wine industry. As a tourism draw, we are very fortunate to have this group working together to offer a unique guest experience.

Please accept my support for the Winery Alliance of Bainbridge Island proposal.

Warm regards,

Jerri Lane

Executive Director

Bainbridge Island Downtown Association

jerri@bainbridgedowntown.org

September 21st, 2018

North Kitsap Tourism Coalition
4839 NE View Drive Suite G
Port Gamble, WA 98346

Dear Members of the Lodging Tax Advisory Committee,

The North Kitsap Tourism Coalition strongly supports the Wine on the Rock Series hosted by the Winery Alliance of Bainbridge Island. The quarterly event series brings different locations and wineries of Bainbridge Island together and creates a great opportunity for visitors to see and experience all of Bainbridge Island. Tourism studies show that most tourism money is spent at ancillary places surrounding an event, which makes the Wine on the Rock Series a formidable boost to economic development. Since each quarterly event is a multiple day event, Wine on the Rock is an excellent opportunity for overnight stays.

The North Kitsap Tourism Coalition focuses on helping new and existing events by working with event organizers, promoting the events to a rapidly growing audience online, and promotes overnight stays with local lodging establishments. Some of the criteria that the NKTC uses to determine which events to focus on are:

- Shoulder Season Events
- Enough activities to warrant multiple-day visitors
- Events that are most likely to bring visitors from outside Kitsap County, making a higher likelihood of overnight stays
- Events that are focused on the North Kitsap experience and play to the identity of each community

We believe the Wine on the Rock Series hits all the criteria for an event that is most likely to bring visitors from outside of Kitsap County, and because the event is quarterly, it provides shoulder season tourism when we all need it the most, during the fall/winter months.

The North Kitsap Tourism Coalition strongly supports the Wine on the Rock event series and are excited to continue to grow our partnership. We are pleased to have another avenue to market Bainbridge Island. Growing this event series will be a benefit to economic development and overnight lodging stays on Bainbridge Island. Thank you for your consideration.

Pete Orbea

Pete Orbea

President
North Kitsap Tourism Coalition



Washington's Sanctuary Shore