

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

Project Name: Artsopolis Community Cultural Platform

Name of Application Organization: Arts & Humanities Bainbridge

Applicant Organization IRS Chapter 501 (C) (3) or 501 (C) (6) status and Tax ID Number:
Current 501 (C) (3) status; Tax ID Number 91-1341760

Date of Incorporation as a Washington State Corporation and UBI Number: August 13, 1986;
UBI Number 601 632 191

Primary Contact: Anne Smart, Executive Director

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Please indicate the type of project described in your proposal: [X]

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*

LODGING/TOURISM FUND APPLICATION

Applicant Information

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 Arts & Humanities Bainbridge is to enrich and inspire residents and visitors to Bainbridge Island by making the community's abundant artistic spirit visible and available. In 2019 and beyond, we will pursue this goal by administering a new community cultural platform that will connect people to all the arts and cultural opportunities available on Bainbridge Island.

This project builds on AHB historical role as a hub that unifies and nurtures the community's cultural sector. Since our founding three decades ago, we have been dedicated to inspiring and enriching the island's residents and visitors through access to the island's vibrant cultural offerings. We have helped launch organizations like BARN, the Bainbridge Island Studio Tour, and Olympic Performance Group by acting as Fiscal Agent on their behalf. Our quarterly magazine, "Currents," provides information about local arts organizations and upcoming cultural events and helps give needed exposure to artists and performers distributed free to everyone on Bainbridge. Through our Arts in Education Consortium, we ensure that students in our local public schools experience a curriculum enriched by the arts. Our Public Art Committee administers the City of Bainbridge Island's Public Art Program which brings great art to the island's community spaces to be enjoyed by all.

In addition to the support we offer to Bainbridge Island's cultural sector, Arts & Humanities Bainbridge has historically presented many events which have proven to draw significant numbers of tourists. In 2018, the 30th annual Bainbridge in Bloom attracted over 800 visitors. Similarly, the 2017 Celluloid Bainbridge Film Festival screened to hundreds of theatre-goers. AHB has intentionally marketed these events to tourists by reaching out to the Seattle Concierge Association, regional tourism and convention bureaus, lodging associations, military bases, casinos and businesses in Kitsap and King counties and by sending press releases to regional and national media.

Arts & Humanities Bainbridge has been a mainstay of the island's cultural sector for over 30 years. Our many projects and programs have had decades of success and have routinely surpassed expectations. While continuing a few of our key programs like Arts in Education Consortium and Public Art Committee, the organization is shifting from producing events to offering this new platform that builds on our historical role as a connector to all things art on Bainbridge Island.

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.

Arts & Humanities Bainbridge is pursuing the project of creating and administering an online community cultural platform alone. However, in order for the project to be successful, we will need the participation of individuals and institutions throughout the cultural sector and in the broader community. We have included a letter of support from the Bainbridge Artisan Resource Network, an organization which we anticipate will participate heavily in and benefit greatly from the project.

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).

YEAR	PROJECT	AWARD AMOUNT
2018	Celluloid Bainbridge Film Festival	\$7,000.00
2017	Bainbridge In Bloom Garden Tour	\$5,000.00
2015	Currents Magazine	\$7,948.00
2014	Currents Magazine	\$9,271.00

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:

N/A

LODGING/TOURISM FUND APPLICATION

Project Information

1. Describe the proposed project.

a. Scope: The proposed project is an online community cultural platform. This resource will showcase all aspects of our community’s cultural sector in one place, on one website. It will bring together information on the many interconnected elements of Bainbridge Island’s cultural sector including: nonprofit organizations; galleries; museums; educational institutions; individual artists, musicians, and craftspeople; volunteers; and community members. This free and easily-accessible platform will be available to a vast audience including islanders, Kitsap County residents, Seattleites, residents of the Puget Sound region, and out-of-state visitors and will offer users a taste of Bainbridge Island’s creative culture wherever they are and at any time. The platform will raise awareness of the island as a desirable tourist destination by increasing tourists’ knowledge of the smorgasbord of cultural activities available here. It will

also present an exciting online venue where the richness of our community's art and culture can be experienced firsthand.

The platform is a product of Artsopolis. This island-based company, headed by Jeff Trabucco, provides technology that promotes cultural engagement, audience development, and community building. Their platform is currently being used by 50 other communities across the country to support their cultural sectors.

This easy-to-use online platform will welcome users of all ages, interests, and levels of tech savvy. AHB will promote it through a strategic marketing plan that includes outreach to media and tourism organizations, paid advertising, a strong social media effort, cross promotions with other cultural organizations and with local and regional businesses, and search engine optimization.

The introduction of this new cultural community platform will impact the island's cultural sector at many levels and from many directions. Because of the diversity of modules and functions available through Artsopolis, the portal will be able to give voice to the entirety of the island's cultural sector.

A central feature of the planned cultural platform is an interactive calendar. In developing this project, we reached out to many of our organizational partners in the cultural sector and to a number of community members. One thing we heard expressed again and again was the need for a comprehensive and up-to-date island-wide calendar. This is a tool our community currently lacks; the island's existing event calendars are chronically out-of-date and provide partial information about a limited range of activities. Our platform will provide accurate and timely information on all arts and cultural events and opportunities on Bainbridge Island. Importantly, our platform's calendar content can be syndicated to subscribing third party calendars; in other words, with an annual subscription, any of our partner organizations who currently maintain events calendars will need only submit an event to our portal to see it appear on our calendar, on their calendar, and elsewhere. This will both increase the efficiency of marketing efforts across our cultural sector and create a truly comprehensive and representative resource that will empower residents and visitors with the most current information, driving greater participation in the island's cultural life. Calendar listings will be searchable by interest area (e.g. music, theatre, exhibitions, or culinary arts) and by date. Visitors from anywhere will be able to plan ahead for a visit to Bainbridge Island by signing up for calendar alerts. Calendar listings will contain links connecting users directly to ticket sales, maps, and other useful information for planning a visit to the island. Beyond a list of events, this module has the capability to host user comments, reviews, audio and video links, and

merchandise blocks promoting items like lodging and items for sale. We anticipate the calendar becoming an indispensable resource for island residents and visitors.

Other proposed modules include Artist Stories, a Business Directory, an Arts Education portal, a Public Art Directory, a blogging capability, a listing of arts-related classifieds, and advertising for local businesses and nonprofit organizations.

The Artist Stories module will showcase creatives living, working, and exhibiting or performing on Bainbridge Island. The module will feature articles designed to engage users in the cultural life of the community through compelling portrayals of local working artists. This visually powerful venue will include robust content such as reviews, behind-the-scenes looks at performances, interviews with artists, audio and video samples of their work, bios, and contact information, allowing visitors to the platform to experience the island's arts and cultural output firsthand. This fresh and timely content will highlight for potential tourists the vast range of creativity to explore on the island. Artist Stories will link with the calendar, Public Art, and Arts Education listings.

The Business Directory will allow for an unlimited number of local nonprofit organizations and businesses to share their information with residents and visitors. Each organization or business will appear on its own directory page and in a "What's Nearby" section of associated event listings. Special promotions and limited offers can also appear on both event and directory pages. In addition to basic information like the business' name, description, and category, the module can include photos, videos, reviews, and external links to more information.

Building on AHB's long standing commitment to arts education, the Arts Education module will provide a directory of offerings from cultural organizations, community centers, and other institutions and individuals providing opportunities in arts education for people at any age. The directory will feature a refined filtering capability. It will include validation of an organization or artist's credentials, age appropriateness, and materials such as study guides, photos and video. This module will also serve as the web presence of our Arts in Education Consortium, highlighting the program's achievements and the local artists, teachers, and students who participate in the consortium. Users will be able to easily plug into and begin participating in the program.

The Public Art Directory will connect residents and visitors to the island's abundance of public art. Featuring maps, image galleries, artist profiles, calls for art, and other resources connected to the Public Art Program, this module will highlight the wealth of art available around Winslow and around the island. It will also serve as the web presence for our Public Art Committee.

Finally, the platform will host advertising and classifieds. These modules will help AHB monetize the platform. They will allow individuals and businesses to highlight their services. Classifieds might include auditions, items for sale/rent/free, calls for artists, grant opportunities, and volunteer requests.

Creativity is part of our community's DNA. The availability of arts and culture defines what is special about living on Bainbridge Island. By combining all of the powerful tools mentioned above in one attractive and easy-to-use resource, we will allow users to connect with and experience the richness of our community's uniquely vibrant cultural sector.

b. Budget: see supporting documentation

c. Schedule: see supporting documentation

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.

We expect that the introduction of the new community cultural platform will contribute to an increase in tourism in 2019. Because our proposal is for a piece of community infrastructure rather than for an event, activity, or facility, a specific estimate of numbers of additional tourists is not applicable in our case. However, the effect of the community cultural platform will be to amplify the voice of the island's cultural sector as a whole. The technology will increase the reach and efficacy of the marketing efforts of individuals and organizations throughout our community by presenting everything in one attractive and easy-to-use venue, drawing more tourists seeking to take advantage of our vibrant arts and culture scene. This robust and comprehensive tool will undoubtedly become the go-to resource for visitors to Bainbridge Island, whether they come from across the water or from out-of-state.

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 as a result of the proposed activities. Please include the basis for any estimates.

At present, some 50 cities of all sizes are using this platform. Some sites have been up and running for over a decade and have become lynchpins of their respective cultural sectors. We reached out to several other communities to gather information regarding the impact that their Artsopolis platforms have had on tourism. Sacramento reported that from January to August, 2018, 26,073 room night searches and 713 nights were booked through its platform, Sacramento365.com. Although Sacramento is a much larger community than Bainbridge, it provides some measure of the potential impact of the proposed AHB platform, especially when

our proximity to the Seattle metropolitan area is taken into account. The case of Birmingham, AL provides insight into the potential for this platform to draw large numbers of visitors from nearby metropolitan areas: about 12% of the site's traffic comes from nearby Atlanta, GA, suggesting that the site is instrumental in generating considerable tourist activity. We expect that the platform will generate a significant measurable increase in overnight stays on Bainbridge Island.

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).

In addition to the impacts of a projected increase in tourism as outlined above, the community cultural platform has the capability to host paid advertising for Bainbridge Island businesses and nonprofit organizations. We expect that both tourists and island residents will consult the platform as their primary source for information on arts and cultural events and activities and that advertising on the platform will prove particularly effective. The platform's advertising technology has the capability to route users directly to goods and services. This will result in a positive economic impact on those businesses and organizations that advertise with us.

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.

A central aim of this project is to create a resource that will make Bainbridge Island's cultural sector instantly accessible 365 days a year. As noted elsewhere in this application, AHB believes that a vibrant creative culture is part of the bedrock of our community's identity. We know that even during the off-season, cultural sector organizations and individual artists continue to offer unique and enriching events and activities. We believe that by making Bainbridge Island's ongoing wellspring of arts and culture both visible and instantly accessible via a web platform, we will help draw visitors to our community all year round. In particular, by presenting a comprehensive events calendar in real time throughout the year, this tool will better inform and incentivize visitors throughout the holiday season to come and explore the abundance of creativity on Bainbridge Island.

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

Arts & Humanities Bainbridge has been an indispensable part of the island's cultural sector since our founding in 1986. Over the course of our organization's decades of activity, we have offered many annual events and spearheaded many grassroots campaigns that have made a lasting impact on the island's cultural life.

AHB has successfully sponsored the Bainbridge in Bloom Garden Tour for the past 30 years. This popular annual event typically requires the yearlong efforts of both staff and volunteers. Tasks include identifying eligible gardens; coordinating with garden owners, master gardeners, docents, and sponsors; creating marketing materials and promoting the event island-wide and

in neighboring communities; creating a transportation plan including shuttles, busses and biking options; and managing the hub and parking sites, among other activities. The longevity and popularity of this event speaks to AHB's organizational capacity.

AHB also hosts the Celluloid Bainbridge Film Festival and Poetry Corners, two other decades-old events which require a concerted and dedicated effort over many months.

AHB also administers the Arts in Education Consortium. Through this program, we pair local teaching artists with public school classroom teachers to provide arts-based learning infused into the district's core curriculum. For the past 19 years, this award-winning and much-loved program has grown to include all three of the island's elementary schools, Sakai Intermediate School, Woodward Middle School, Commodore Options School, Bainbridge Island High School, and Suquamish Elementary School. The program requires year-round administration by AHB staff.

Finally, AHB convenes the Public Art Committee (PAC). PAC, supported by AHB staff, administers the City of Bainbridge Island's Public Art Program. This highly engaged group of local artists meets monthly to plan acquisition and leasing of public art; manage the annual maintenance, restoration and decommissioning of existing public art; and provide long term program planning. PAC had great successes in 2016 with the installation of "Tribute Baskets" in Waypoint Park and in 2018 with the installation of "Something New," a rotating outdoor sculpture exhibition.

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.

Partnerships with all parts of Bainbridge Island's cultural sector are essential to the vision of our proposal for a community cultural resource. Cultural organizations, institutions, and businesses that partner with us will optimize their outreach while reducing their marketing and promotion workload. At present, organizations must post the same event over and over on multiple calendars. With the technology we will introduce, event listings can be syndicated, i.e. exported or imported and shared across multiple calendars. This will allow subscribing partners to list their events on the platform's calendar and at the same time receive from the site lists of events tailored to their specific needs (e.g. family-friendly or outdoor events). In addition to using the calendar module for cooperative marketing, organizations can cross promote through other content modules like the Artist Stories or blog.

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

AHB will be able to objectively assess the impact of the community cultural platform in real time. This project will utilize Google Analytics, allowing us to track every visit, click, ticket sale, search, and lodging booking that results from activity on the site. Other communities working with Artsopolis routinely pull these metrics to gauge how they are faring. As cited above in this

application, Sacramento365 was able to determine that from January to August, 2018, it totaled 26,073 room night searches through the platform and 713 nights booked through the platform.

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

We plan to pair LTAC funding we receive with funds received from several other grant making organizations and foundations, including Bainbridge Community Foundation, Kitsap Community Foundation, the Rotary Club of Bainbridge Island, and others. Like many of Arts & Humanities Bainbridge's longstanding programs, this new platform will be also funded in part by memberships and subscriptions from cultural organizations and businesses on Bainbridge Island, Seattle, and elsewhere in Kitsap County. Additionally, funding from advertising revenue will help sustain ongoing management of the site and allow us to provide this long sought-after community service.

2019 LTAC Grant Application

Arts & Humanities Bainbridge

b. Budget:

Income	Other Sources	LTAC Funds	Total Income
COBI LTAC Grant		27,000.00	27,000.00
Private Donations	5,000.00		5,000.00
Other potential Grants	10,000.00	0.00	10,000.00
Sponsorships			
Organizations	2,000.00	0.00	2,000.00
Total	17,000.00	\$27,000.00	\$44,000.00
Expenses	Other Sources	LTAC Funds	Total Expenses
Initial Expenses			
Platform Development	12,000.00	15,000.00	27,000.00
Marketing & Promotions			
Advertising	1,400.00	0	1,400.00
(Facebook & Google ads)			
Maintenance & Support			
Administrative Support	12,000.00	12,000.00	24,000.00
Total	25,400.00	\$27,000.00	52,400.00
Net Income			- \$8,400.00

c. Schedule:

Artsopolis Platform Timeline and Milestones	
2018	
November	Development period begins (3 months) Marketing campaign (pre-launch)
December	Potential Partner meetings with Cultural Organizations & local businesses
2019	
January	Continue meetings with Cultural Organizations and local businesses
February	Platform launches. 2.1.18 soft launch, 2.4.18 public launch Marketing campaign begins
April	Obtain community feedback
May	Quarterly reporting and analytics
July	Migration of additional modules
September	Obtain community feedback
October	Quarterly reporting and analytics
2020	
January	Quarterly reporting and analytics

Arts & Humanities Bainbridge

PROFIT AND LOSS

January - December 2017

	TOTAL
Income	
Earned Income	126,310.21
Fiscal Agency Income	-13,036.99
Fundraising / Development	90,341.52
In-kind Income	950.91
Rev Released from Restrictions	19,000.00
Total Income	\$223,565.65
GROSS PROFIT	\$223,565.65
Expenses	
Catering	9,438.75
Contractors	25,977.93
Equipment Rental	496.20
Honoraria/awards	4,000.00
Interest Expense LOC	98.45
Licenses	2,373.42
Marketing/Advertising	2,146.41
Meals/Entertainment	1,992.62
Merchant Fees	1,703.29
Occupancy	7,997.13
Operations Expenses	70,723.76
Postage/Delivery	4,152.61
Printing	22,890.65
Supplies	5,501.81
Teaching Artists	12,511.34
Vendors	6,497.96
Venue	3,230.75
Total Expenses	\$181,733.08
NET OPERATING INCOME	\$41,832.57
NET INCOME	\$41,832.57



September 21, 2018

Dear Lodging Tax Advisory Committee:

I am writing to offer my wholehearted support of Arts & Humanities Bainbridge's proposal for funding to create a platform for better communication among the numerous organizations here on the island. This community is teeming with enthusiastic members who seek to be involved with several kinds of organizations, programs and events. Having a central platform for communicating opportunities and events would serve the Bainbridge Island and Kitsap County community in several ways: planning collaboratively without overlapping events on the calendar; connecting individuals and organizations regarding complementary efforts, and building a broader sense of the community, in general.

I am excited for this prospect for the island, and have full confidence that Arts & Humanities Bainbridge is the perfect organization to spearhead and manage the effort.

Thank you for considering this worthy proposal,

A handwritten signature in cursive script that reads "Denise M. Dumouchel".

Denise M. Dumouchel, PhD
Executive Director
Bainbridge Artisan Resource Network

BARN's mission is to build and support an open, intergenerational community of artisans and makers who are dedicated to learning, teaching, sharing, and inspiring each other with creativity, craftsmanship and community service.