

Winery Alliance of Bainbridge Island Wine on the Rock/LTAC Final Report for 2018

The Winery Alliance of Bainbridge Island was extremely grateful and excited to receive \$14,500 in LTAC funds to support the awareness and growth of Bainbridge Island's seven wineries primarily through four Wine on the Rock (WOTR) events. Each of these WOTR events was held over two weekend days, 12-5pm each day, and were a resounding success in 2018. This success can be measured by the below results:

- 815 event attendees
 - o February 10 & 11: 230
 - o May 12 & 13: 234
 - o July 28 & 29: 184
 - o Nov 10 & 11: 167
- 94% of event tickets were sold to those who live outside of Bainbridge Island, an increase of 13% over the prior year

Promotion and marketing of the events resulted in over 1 million impressions. Marketing outreach efforts focused on:

- Facebook Ads: 2 ads per event targeted at those in Seattle and beyond with wine purchasing behaviors or interests.
 - o 180K impressions
- 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 each event on website
 - o Facebook post per event with over w/ 7,500 followers
 - o Boosted Facebook post - thousands more impressions
 - o eNewsletter w/ 13K subscribers
- North Kitsap Tourism Coalition
 - o Created 2 promo videos
 - o Videos sent to email list and multiple ads place on Facebook page
 - o Inclusion on website events
- BI Lodging Association
 - o Posted events on website
 - o Targeted emails
 - o Multiple Facebook posts
 - o Dedicated blog per event
- Localwineevents.com & The Juice email list
 - o Weekly emails the month before the event to over 12K on email list
- Washington Tasting Room Magazine
 - o Events published in magazine – readership of 50K
 - o Social media postings w/ 5K FB followers
- WestSound Home & Garden Magazine
 - o Print article about event with distribution of 20K

- Social media posting of 4,739 followers
- Kitsap Sun/Herald
 - Article published in Kitsap Weekly for two events
 - Each event posted on website
- Bainbridge Island Review
 - Each event posted on website
- BI Chamber of Commerce
 - Each event posted on website
 - eNewsletter to 12K subscribers (sent for two events)
 - Social media posts regarding events – 1,100 followers
- 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
- Posters for each event displayed at
 - Each winery and tasting room
 - Chamber of Commerce
 - Docs
 - Blackbird Bakery (3x)
 - Bulletin board on Madrone Ln
 - Cups
 - T&C
 - Lynnwood Center – various businesses
 - Poulsbo Area

The LTAC funding opened the door for us to build great and lasting relationships with other local organizations. We used funding this year to pay for a marketing consultant who has been a great asset and resource working with local non-profits to create awareness of Bainbridge Island as a wine destination and a place to visit.

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

Bainbridge Island Lodging Association and WABI set up a lodging package for each of the WOTR events. Packages were promoted through the WABI website, ticket sales website (Eventbrite), on social media and via email newsletters. This promotion was done in 2017 and 2018. Each event package included the following with a two-night stay:

- \$5 off ticket price to WOTR
- Complementary bottle of BI wine at check in
- Complementary admission to the Friday night winemaker's reception
- Other local community event discounts – During our February WOTR, we featured Bloedel Reserve's Cupid Walk in our marketing material with a discounted ticket offer and free dessert at a local restaurant.

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.

Visit Bainbridge Island and their Development Director have been a huge asset to our island and WABI. They have done some fabulous work to raise awareness of our island and open doors with the Seattle Concierge Association. With the work of our marketing consultant, 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.

The BI Chamber of Commerce were also of some support including our events in a couple of social media posts. would like to see a stronger partnership develop between WABI and the Chamber considering all but one winery is a member of the chamber.

Additional Events

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.

Website

With the use of LTAC funds in 20017, we were able to completely re-design our website which had not been updated in many years. Our marketing consultant has kept the website updated and is a great source of winery visitors from those visiting from Seattle. We often hear customers at wineries telling us they heard of us through our website www.bainbridgewineries.com We include cross promotion events and links to other island organizations.

None of this work would have gotten done without our marketing consultant. She was able to build relationships with key media influencers and the WA State Wine Commission which has already opened many doors for wine opportunities on Bainbridge Island. The LTAC funds have allowed WABI to do and create things that would have never been possible before. We are so excited to see the collaboration with the wineries as well as local organization and look forward to continuing this momentum to make 2019 an even better year for attracting tourists to Bainbridge Island.