

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

Project Name: **Bainbridge Island Chamber of Commerce Visitor Information Center**

Name of Applicant Organization: **Bainbridge Island Chamber of Commerce**

Applicant Organization IRS Chapter 501 (c) (3) or 501 (c) (6) status and Tax ID Number:
501 (c) (6). Tax ID Number 91-065339

Date of Incorporation as a Washington State Corporation and UBI Number:
Incorporated in Washington State in 1927 UBI # 603-308-198

Primary Contact: **Rex Oliver**

Mailing Address: **395 Winslow Way E, Bainbridge Island WA, 98110**

Email(s): **roliver@BainbridgeChamber.com**

Day phone: **206-842-3700** Cell phone: **951-532-3001**

Please indicate the type of project(s) described in your proposal:

√	Project Type
√	Tourism marketing
√	Marketing and operations of special events and festivals designed to attract tourists
√	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*

*If the proposal requests funds for a tourism-related facility, please indicate the legal owner of that facility **T & C Northeast LLC**

LODGING/TOURISM FUND APPLICATION

Applicant Information

1. The Chamber of Commerce mission is to:

- a. Promote the Community,
- b. Represent the Interest of Business Before Government,
- c. Provide Networking Opportunities and
- d. Create a Strong Local Sustainable Economy.

The Bainbridge Island Chamber of Commerce dates back to 1927 as an organization dedicated to the betterment of business on the island. The BICC is a 501 (c) (6) not-for-profit organization providing an array of services to its members and the community at large. The Chamber operates the official Visitor Information Centers for the island. The Chamber also works collaboratively with most island organizations to help promote and support their events. The Grand Old Fourth of July, promotion of the Chilly Hilly, and the tourist information kiosk at the ferry terminal all represent the Chamber's successful execution of year-round tourism related marketing efforts and support. The Chamber also maintains a dominant web presence. The Chamber is constantly updating its online information to keep it current and relevant to visitors who access our website from all over the globe. We are also seeing a significant increase in the number of our web visitors who access us through mobile devices.

This past year the Chamber staff and volunteers greeted and directed over 102,154 walking visitors (as of September 1, 2016) to Island events, destinations and businesses. That represents a 5.5% increase over the previous year. Visitors come from every State in the Union, every province in Canada and over 40 countries around the world. This indicates that our outreach to potential markets needs to be on a global scale. Much of our traffic is derived from tourists who are in Seattle to take cruises. These visitors come in several days ahead of their cruise or stay for several days afterward and are looking for "day trips" or longer to explore the region. Our excellent relationship with the concierges in Seattle, Visit Seattle (formerly the Seattle Convention and Visitors Bureau (SCVB)) visitor information staff and the staff associated with the cruise terminals has generated much of the visitor traffic that comes to the island. Our survey shows that 15% of visitors were referred to us by Seattle hotel concierges.

2. Project Partners.

The Chamber is proud to have many partnerships with organizations on the island. The Bainbridge Island Downtown Association, the Rotary Club of Bainbridge Island, the Bainbridge Island Lodging Association and the Bainbridge Island Arts and Humanities Council are some of the largest groups. The Chamber actively distributes brochures from each of these groups to the many visitors to the island. The Chamber is also pleased to partner with other organizations on the island such as Bloedel Reserve, Friends of the Farms, KiDiMu, The Bainbridge Island Historical Museum, The Bainbridge Island Museum of Art, the Japanese American Exclusion Memorial, Squeaky Wheels, the Winery Alliance, the North Kitsap Tourism Consortium and many more.

3. Lodging Tax (Civic Improvement) Fund within the last five years (2010-2015).

2011 Bainbridge Island Visitor Information Center: funded amount	\$12,000
2012 Bainbridge Island Visitor Information Center: funded amount	\$26,000
2013 Bainbridge Island Visitor Information Center: funded amount	\$10,000
2013 Weekend Bus Service: funded amount	\$20,000
2013 Signs Project funded amount	\$5,386
2014 Bainbridge Island Visitor Information Center: funded amount	\$26,822
2015 Bainbridge Island Visitor Information Center: funded amount	\$34,817
2016 Bainbridge Island Visitor Information Center: funded amount	\$56,426

4. Unfunded/incomplete projects

None.

Project Information

A. Describe the proposed project.

The proposed program/project is the Bainbridge Island Chamber of Commerce Visitor Information Center and the Bainbridge Island Visitors Bureau. This incorporates all aspects of advertising, marketing, website management, social media, event promotion, community promotion, and operation of tourism facilities.

As part of our mission the Visitor Information Center's (VIC) first objective is to greet and inform visitors/tourists of the current events and attractions they will find on the island to enhance their visit and make their stay on the island a memorable experience.

The initial task of greeting is done at the kiosk located at the ferry terminal and in the main office of the Chamber on Winslow Way. Well-trained, knowledgeable staff and volunteers are critical to the delivery of consistent and reliable visitor information and customer service. The Chamber is committed to staffing the ferry kiosk with a core of paid staff supported by volunteers. Under the supervision of experienced chamber personnel, the main chamber offices on Winslow Way are staffed with enthusiastic and knowledgeable volunteers dedicated to providing visitors with the same reliable visitor information and quality customer service as is found at the kiosk.

Another key component of the mission is to "Promote the Community" using advertising, marketing and communication to both visitors and agencies that promote tourism on the Seattle side of the water as well as those who come to visit us from around the world.

To this end it is necessary to maintain:

- Membership in Visit Seattle (SCVB)
- Membership in the Washington State Tourism Alliance
- Membership in the North Kitsap Tourism Consortium
- Maintaining contact with the Cruise Ship Information Staff
- Maintaining contact with the Concierges of the hotels in Seattle

A significant part of the mission to "Promote the Community" is to continue to provide an exceptional web presence. The majority of our visitors/tourists find us on Google, Yahoo, Bing, Opera and others. The Chamber has determined through Google Analytics that this past year our web information is as follows:

Visit Bainbridge.com sessions up 107% over 2015

Grand Old Fourth.com sessions up 61% over 2015

This points to the fact that most of our visitors are accessing information through digital media. Keeping our website information current and relevant is of utmost importance. These sites provide information for our visitors/guests on topics such as lodging, dining, shopping, recreational activities, culture, history, relocation information and much more. Therefore, several of our projects contain an element of extensive staff time, website maintenance and information updating.

B. Proposed Service(s)

1. The Bainbridge Island Visitors Bureau.

The Bainbridge Island Visitors Bureau will be a partnership of the Bainbridge Island Chamber of Commerce and the Bainbridge Island Downtown Association. The main focus is to reach out to the convention conveners of events planned for Seattle during the shoulder months. By contacting these people one, two or even three years in advance, marketing materials showcasing activities or events on Bainbridge Island, where you can stay, eat, shop, relax will be inserted in the advance convention materials provided to convention goers and their attending partners. The staff person would work for both BICC and BIDA and would report to both execs at weekly meetings. We feel this is the first step to a potential future organization to be called the Bainbridge Island Visitors Bureau.

Cost of Operation	Including: staffing, marketing materials and mailing Expense to be divided between BICC and BIDA	\$25,000.00	
		<u>Total Cost</u>	<u>Chamber Cost</u>
Staffing	1-part time employee -24hrs/wk. @ \$15.00/hr. for 50 weeks (no benefits)	\$18,000.00	\$9,000.00
Promotional Materials	Marketing materials	\$ 2,000.00	\$1,000.00
	Event representation	\$ 2,000.00	\$1,000.00
	Mailing	\$ 2,000.00	\$1,000.00
	Miscellaneous office Supplies	\$ 1,000.00	\$ 500.00

In an informal survey of over 300 communities (source: Washington Tourism Alliance), over 95% have at least one dedicated individual who conducts familiarization outreach to bring visitors/tourists to their destinations. Bainbridge is one of a very few without such a program and the upside can be quite effective, especially during the shoulder seasons. We plan to begin small with a single part time individual and estimate cost of staffing and all marketing materials to be \$25,000.00.

In 2017 there are 75 conventions planned with an attendee count of 183,705 plus spouses or guests. We currently have information on conventions planned as many as five years in the future. The first year will be a building year, but in upcoming years we will be able to monitor attendance with special offers and marketing materials.

2. Tourism Marketing and Promotion

An important part of the marketing of Bainbridge Island are the brochures we prepare in house to provide tourists/visitors with information as to the current places to stay, dine, shop, taste wine, recreate and most importantly where the bathrooms are (copies of the current brochures are attached to this proposal). A new brochure based on activity level is the "Lynwood Center" brochure. The brochures we produce are done on an as needed basis and contain the latest information with regards to each of the previously listed categories. The printing as we have said is in house, less expensive than using a printing company and the information is current. The costs for this segment of the program are:

Printing, paper cost, copy machine lease, staff time8,000 copies **\$6,000.00**

3. Celebrate Bainbridge

Started in 2016 as a partnership of the Chamber, Downtown Association, Bainbridge Island Rotary, Youth Services and the City of Bainbridge, Celebrate Bainbridge is a program designed to highlight the activities of the Auction, the Street Dance, the Race and the Grand Old 4th in one advertising campaign. This will be the second year and the plan to highlight the period from the 1st to the 4th will again be packaged in the "Celebrate Bainbridge" campaign. The website is used as well as print material, street signs and posters and advertising blitz through local media.

Marketing material, advertising, posters, staff time **\$5,000.00**

4. Visit Seattle

Visit Seattle (formerly the Seattle Convention and Visitors Bureau) membership in which we receive invaluable information regarding tourism in the region. We also receive referrals from their offices and work with their staff to promote the island. We receive the lists of conventions coming to the region and this allows us to contact the convention conveners. Statistical information as to the impact of tourism in the region gives us insight into which direction our marketing efforts would best be suited

Membership in Visit Seattle **\$500.00**

5. Washington Tourism Alliance

Several years ago the State of Washington eliminated its State Department of Tourism. The industry took it upon itself to look for private funding sources and encourage membership among businesses, chambers and CVB's. This self-supported organization is the Washington Tourism Alliance.

Membership in WTA	\$500.00
Attending Annual WTA Conference	\$500.00

6. Website Development and Maintenance

Over the last couple of years, the Chamber's websites have become the most dominant and dynamic tool used to market the island. Visitors/tourists have moved with the technology and we now find that a majority of our website page views are from mobile devices. Three years ago the Chamber created a micro site for the Grand Old Fourth of July. This shows us the power of our website and prompted the Chamber to create a micro site for "Visitor Information". This site visitbainbridge.com contains all the pertinent information for visitors/tourists. Where to stay, shop, dine etc. Based on the traffic received on the Grand Old Fourth Site, we anticipate the Visitor site will garner very high traffic levels as well. The traffic levels also become a base line for reporting of visitor inquiries as required by the State. The following are the costs involved in the URL/Server registration, maintenance and monthly upkeep of the Visitor Information site:

Maintenance of web site	\$250/ quarter	\$1,000.00
Registration of URL/server (visitbainbridge.com)		\$15.00
Registration of URL/server (Grand Old4th.com)		\$15.00
Staff time to maintain information 4 hours per week for 50 weeks	\$18.45/ hr.	\$3,690.00

7. The Grand Old Fourth of July

The Grand Old Fourth of July is the largest community event on Bainbridge Island. In 2017 the Chamber will celebrate 50 years of hosting this event. Estimates put attendance at between 25,000 and 35,000 people depending on the weather, and this year because of the 50th, the sky is the limit.

Featuring a Street Fair, a mile-long Parade, Classic Car Show, Beer and Wine Garden, food, Young Artisans Fair, children's activities and entertainment the Grand Old Fourth is a day-long adventure. Over the years this event has become a homecoming for many of our former residents, and a welcoming for those who have chosen to make this their new home. The draw for this event is from people from all over Washington State, the United States and into Canada. This past year our Grand Old Fourth was featured in a British travel magazine as one of the top five best places to experience the Fourth of July in the United States. The Website designed for this event, www.grandold4th.com, is extremely well visited each year. The majority of visitors/tourists and local residents used this to find the information they needed. Schedule of events, locations of activities, parking, to the extent that our volunteers at the chamber office noted fewer numbers of phone calls in comparison to previous years. We continue to use this microsite to provide all the needed information for this event.

Planning, coordinating, marketing, staffing and volunteers all contribute to the success of this event. As was pointed out earlier this website is up 61% over 2015 showing how much more people rely on digital media to provide information.

Marketing materials, event planning, administration/ supervision, operations, hourly staffing costs, Maintenance, meetings,	\$12,000.00
Website upkeep, maintenance and ongoing management (Jan to July)	\$1,000.00
Proposed auxiliary staffing	\$500.00

(Volunteer hours during this event 1,000 hours @ \$9.47/hr. valued at \$9,470.00)

8. Operating/Staffing tourism promotion facilities.

The Chamber operates two facilities to meet and greet our visitors/tourists. The main Chamber office on Winslow way is open six days a week, fifty weeks a year. The Chamber also operates the Kiosk at the ferry terminal. This is open seven days a week during the main tourist season from May 1 to September 30. It is opened on weekends during the latter part of the spring shoulder season and the beginning part of the shoulder season in the fall. Under the supervision of experienced chamber personel, the chamber visitor centers are manned by enthusiastic and knowledgeable staff and volunteers dedicated to providing visitors/tourists with reliable information that is current, relevant and informative. Costs to maintain supervision and staffing are as follows:

Supervision hours:		Shoulder Season	24 wks. @ 2 hrs./wk. @ \$18.45/hr. =	\$885.60
		High Season	26 wks. @ 4 hrs./wk. @ \$18.45/hr. =	\$1,918.80
Staffing hours:	Chamber Office:	Shoulder Season	24 wks. @ 5 hrs./wk. @ \$15.00/hr. =	\$1,800.00
		High Season	26 wks. @ 5 hrs./wk. @ \$15.00/hr. =	\$1,950.00
	Kiosk:	Shoulder Season	24 wks. @ 20 hrs./wk. @ \$15.00/hr. =	\$7,200.00
		High Season	26 wks. @ 25 hrs./wk. @ \$15.00/hr. =	\$9,750.00
In-kind Volunteer hours:	Chamber office:	2,000 hours @ \$9.47/hr. =	\$18,940.00	
	Kiosk:	1,000 hours @ \$9.47/hr. =	\$9,470.00	

9. Operation of a tourism related facility.

The Chamber operates two facilities for the welcoming of visitors and the distribution of related materials from both the Chamber and all of our partners. The Kiosk at the ferry terminal is leased from Kitsap Transit and has no operations costs. The Kiosk was renovated several years ago and given a fresh coat of paint.

The Main Chamber visitor information area at 395 Winslow Way uses 250 square feet of space out of a total of 2500 square feet. Proportionate costs for the facility would be 10% of total operating costs as outlined below:

Rent:	\$37,387.60	10%	\$3,738.76
Electrical:	\$2,850.00	10%	\$285.00
Phone/Int./Email:	\$4,362.00	10%	\$436.20
Refuse:	\$177.00	10%	\$17.70
<u>Insurance:</u>	<u>\$3,140.50</u>	10%	<u>\$314.05</u>
Totals	\$47,917.10	10%	\$4,791.71

2/A - Expected impact in increased tourism in 2017

In 2016, to the end of September, we have seen an increase of 5.5% in the number of visitors/tourists we greeted and counted at both the Kiosk at the ferry terminal and in our office on Winslow Way. Our visitors/tourists come from all 50 States, all Provinces of Canada and over 40 countries from around the world. Visit Seattle has indicated a 3.7% increase in overnight visitors for 2014 and a similar increase projected for 2015 in hotel room bookings (last year for which statistics are available). The biggest challenge for Seattle right now is the need for more hotel rooms. There are ten new hotels with over 3,000 rooms scheduled to be built in Seattle over the next 3 years. Tourism in this region will have a steady growth for the next several years, and Bainbridge by association will reap the benefits of that growth.

2/B - Expected impact on or increase in overnight stays on the island.

The Chamber, in partnership with the Downtown Association, the North Kitsap Tourism Coalition, the Lodging Association and the Bainbridge Island Parks Department is working on promoting or creating events or activities which will increase overnight stays on Bainbridge. Events such as the "Chilly Hilly," Mocha Tsuki Celebration", "The Quilt Festival", "Spirits and Spirits" and the "Winter Wonderland" will happen during the shoulder season. During the high season, lodging on the island is at or near maximum capacity. We are working on additional events and activities in the off season to increase overnight stays. New programs planned with the Best Western Plus, Bainbridge Island will target those shoulder season times when traffic is lower.

2/C – Projected economic impact on Bainbridge island businesses.

According to Visit Seattle, tourism in the King County region, from which we benefit, \$6.4 Billion was spent by almost 19.2 million overnight visitors. 8.2% of those visitors/tourists were International visitors/tourists. At the state level according to the Washington Tourism Alliance tourism is growing. \$20.7 Billion in annual visitor spending. \$1.8 Billion in state and local taxes collected. 170,500 jobs supporting \$6.4 Billion in earnings. 39.4 Million overnight visitors spending an average of \$214 per person per day. On the island we anticipate a 5% increase in visitors.

2/D – The project's potential to draw visitors to the island and increase overnight stays.

The Chamber partners with groups on the island as well as the North Kitsap Tourism Coalition which will lead to the promotion of shoulder season events and helps to secure their success. The Chamber is working with groups such as the Quilt Guild to promote their fall Quilt display event, and working with the Japanese American Exclusion Memorial Committee on their Mocha Tsuki festival held in the first week of January. The North Kitsap Tourism Coalition is planning to expand its event "Spirits and Spirits" in October. This coming year is also an anniversary year for the Japanese American Exclusion Memorial.

2/E – The applicant's demonstrated history of organizational and project success.

The Chamber of Commerce has been welcoming visitors/tourists to the Island for 90 years since 1927. Dedicated staff and volunteers who take pride in their island have demonstrated year after year the ability to provide accurate, up to date relevant information on behalf of the businesses and services on the island. Working with many organizations on the island, the Chamber has proven to be a willing partner. Keeping up to date with the latest technology and marketing trends has demonstrated our ability to be current and relevant.

A more recent development is the introduction of BI Ride by Kitsap Transit. This is a direct result of the creation of the Frogopper by the Chamber in the 2013 LTAC funding cycle. The creation of The Grand Old Fourth web site is another example of a great success leading to the development of another program, the new VisitBainbridge.com web site.

2/F – Describe any partnerships with other organizations in the proposed project.

The Chamber is proud to have many partnerships with organizations on the island. The Bainbridge Downtown Association, the Rotary Club of Bainbridge Island, the Lodging Association and the Bainbridge Island Arts and Humanities Council are some of the largest groups. The Chamber actively distributes brochures and information for each of these groups to the many visitors/tourists to the island. The Chamber is also pleased to partner with other organizations on

the island such as Bloedel Reserve, Squeaky Wheels, KiDiMu, The Bainbridge Island Museum of Art, the Bainbridge Island History Museum, the Japanese American Exclusion Memorial, Kiwanis, the Farmers Market, Rotary and many more.

2/G – Describe to what degree the project goals are measurable.

The Chamber has for many years counted and surveyed visitors/tourists at the Kiosk outside the ferry terminal and in our office on Winslow Way. These records go back to 1998. This gives us a sense of the traffic year over year. Using Google Analytics we analyze information on our website including; unique visitors, page views, time on line, mobile stats, Country of origin, exit pages, and many other statistics to help us to determine where our information is going and who is using it. We can adjust or augment the information we provide based on the analytics received. With the creation of the Bainbridge Island Visitor Bureau, we will be able to track attendance from information sent to convention goers. Through the use of special offers and other promotional programs we be able to track the attendance.

2/H – Describe the degree to which the project will leverage award funds with additional matching funds.

Many of the events or services we listed have a component of volunteer hours or in-kind donations. The Chamber would not be able to do any of these events or offer the services without the help of a very large corps of volunteers. The volunteers who man the phones and greet the visitors/tourists who come to the Chamber office are the backbone of the VIC. These volunteers give countless hours at the Chamber office, the kiosk the Grand Old Fourth and other special projects throughout the year. During the course of the year our volunteers contribute almost 4,000 hours of their time which equates to almost \$40,000.

Supporting Documentation

1. Timeline.

The Time line for this project is January 1, 2017 to December 31, 2017
Specific dates such as the 4th of July are noted in the individual listings.

2. Budget

The budget is attached containing each individual listing and its related costs.

3. Scalability

Project scalability is determined by the projects and their make-up. It stands to reason that a membership in an organization cannot be scaled back. You either belong or you do not. The cost of participating in an event is determined by booth costs and other event related costs. You either pay for the booth or you do not attend. Scaling back for the Grand Old Fourth of July would result in some services not being provided. The cost of maintenance of a website could mean that information is not current and would lead to inaccurate or out of date information. Areas that could be scaled back would include staff hours, the management of the staffing and the printing of tourism related materials.

4. Financial statements are provided following this section.

5. Budget estimates are included in the financial statements.

6. Letter of support are attached

Budget for 2017 LTAC Proposal			
	Item	Price	Totals
1	Bainbridge Island Visitors Bureau		
	Staffing (50% of costs, shared with BIDA)	\$9,000.00	
	Marketing materials (50% of costs shared with BIDA)	\$1,000.00	
	Event Representation (50% of costs shared with BIDA)	\$1,000.00	
	Mailing (50% of costs shared with BIDA)	\$1,000.00	
	Miscellaneous Office Supplies (50% of costs shared with BIDA)	\$500.00	\$12,500.00
2	Printing of tourism brochures		
	Printing, paper costs, machine lease, staff time		\$6,000.00
3	Celebrate Bainbridge		
	Marketing, advertising, posters, staff time		\$5,000.00
4	Visit Seattle		
	Membership in Visit Seattle		\$500.00
4	Membership in Washington State Tourism Alliance		
	Membership dues		\$500.00
	Attend Convention		\$500.00
5	Website Development and Maintenance		
	Maintenance of Website (\$250 per qtr.)	\$1,000.00	
	URL Registration - visitbainbridge.com	\$15.00	
	URL registration - grandold4th.com.	\$15.00	
	Staff time to maintain information 4 hrs/wk. for 50 weeks @ 16.45/hr	\$3,690.00	\$4,720.00
6	Grand Old Fourth of July (50th Anniversary)		
	Marketing, event planning, operations, staff costs, materials	\$12,000.00	
	Website maintenance,	\$1,000.00	
	Proposed auxilliary staffing	\$500.00	\$13,500.00
7	Operating a tourism related facility-staffing		
	Supervisory hours	\$2,804.40	
	Staffing Hours	\$20,700.00	\$23,504.40
8	Operation costs of a tourism related facility		
	Total operations costs \$47917.10 @ 10%		\$4,791.71
			\$71,516.11

Bainbridge Island Chamber of Commerce Financial Statement					
				2016	
Item	2015	2016	2016	2017	
	Actual	Budget	Actual to	Budget	
			8/31/2016		
Chamber of Commerce	\$255,958	\$ 307,755	\$ 234,439	\$ 308,000	
Department of Licensing	\$102,395	\$ 102,750	\$ 74,688	\$ 103,000	
	\$358,353	\$ 410,505	\$ 309,127	\$ 411,000	
Grand Old Fourth	\$38,402	\$ 39,240	\$ 36,156	\$ 40,000	
Directory	\$4,400	\$ 4,000	\$ 4,000	\$ 4,000	
Installation Dinner	\$6,700	\$ 8,500	\$ 7,300	\$ 11,500	
Membership	\$123,051	\$ 119,400	\$ 74,782	\$ 120,000	
Other events	\$83,405	\$ 117,925	\$ 186,889	\$ 120,000	
Total Income	\$255,958	\$ 289,065	\$ 309,127	\$ 295,500	
Cost of Goods	\$46,692	\$ 60,720	\$ 37,246	\$ 54,500	
Gross Profit	\$311,660	\$ 349,785	\$ 271,881	\$ 350,000	
Expenses					
Chamber of Commerce	\$253,081	\$ 196,780	\$ 126,030	\$ 197,000	
Department of Licensing	\$61,000	\$ 75,000	\$ 50,250	\$ 78,000	
Lease Expense	\$27,000	\$ 27,000	\$ 21,679	\$ 37,200	
Office Expense	\$10,211	\$ 9,280	\$ 7,770	\$ 9,500	
Payroll Expense	\$220,037	\$ 221,967	\$ 161,388	\$ 220,000	
Insurance Expense	\$9,412	\$ 9,830	\$ 6,778	\$ 11,300	
Other Expense	\$47,421	\$ 44,090	\$ 26,107	\$ 42,000	
Total Expense	\$314,081	\$ 312,167	\$ 223,722	\$ 320,000	
Net income (Expense)	-\$2,420	\$ 37,167	\$ 47,919	\$ 30,000	

October 1, 2016

To: 2017 Lodging Tax Advisory Committee

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

Re: Letter of support for Bainbridge Island Chamber of Commerce Visitor Information Services/Lodging Tax Proposal

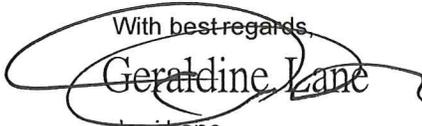
I would like to offer our support for the Bainbridge Island Chamber of Commerce's 2017 Lodging Tax Proposal to fund a variety of Visitor Information services, destination marketing initiatives and visitor support.

The Chamber's two Visitor Information Centers, located at the Bainbridge Island Ferry Terminal and inside the Chamber's main office on Winslow Way, serve as a primary source of maps, guides and general visitor information for many of the Island's visitors. Both locations distribute the Downtown Association's annual *Downtown Walkabout Guide* as the primary pedestrian map for our downtown Bainbridge retail and recreational area. The Chamber's support for the *Walkabout Guide* help make the guide the most frequently used visitor collateral on the Island.

We are supportive of the wide range of visitor outreach under way at the Chamber, including branding, special events, Seattle Concierge promotions, Avius web based customer satisfaction survey and an enhanced visitor focused website offering an island wide booking engine powered by Regatta Travel Solutions.

We encourage the Lodging Tax Advisory Committee to consider the value that the combined efforts of the Chamber, Downtown Association and Bainbridge Island Lodging Association provide to ensuring effective outreach and an enhanced visitor experience. The three entities seek to provide services and destination marketing information that complement each other without overlapping.

With best regards,



Geraldine Lane

Jerri Lane
Executive Director
Bainbridge Island Downtown Association

:



BLOEDEL RESERVE

October 5, 2016

Lodging Tax Advisory Committee
City of Bainbridge Island
280 Madison Ave.
Bainbridge Island, WA 98110

Dear Advisory Committee Members,

I am writing to offer my wholehearted support of the Chamber of Commerce's LTAC proposal for 2017. As a community business leader, I can say that the Chamber's efforts to promote the Bainbridge Island community are tremendously valuable.

Supporting the Chamber through LTAC is a sound investment that pays great dividends. Island traditions like the Grand Old 4th draw visitors from far and wide and are a boon to the local economy. Personally, I know that the Bloedel Reserve benefits greatly from Chamber services like the operation and staffing of the kiosk at the ferry terminal. That's one of the reasons why I joined the Chamber's Board of Directors in 2015.

As the top tourist attraction on Bainbridge Island for several years running, we depend on our partnership with the Chamber to increase public awareness. Thank you for your previous, generous support of the Chamber and for your consideration of this request.

Most sincerely,

Edward Moydell

Executive Director



TREEHOUSE CAFÉ
4569 Lynwood Center Rd. N.E.
Bainbridge Island, WA 98110

September 22, 2016

Lodging Tax Committee,

I am writing today in support of the Bainbridge Island Chamber of Commerce. Between the Chamber's office on Winslow Way E and the Kiosk at the WSF Terminal, staffed by the Chamber, there is no other organization on Bainbridge Island that comes into contact with a greater number of island visitors. The Bainbridge Island Chamber of Commerce acts as the greeter and ambassador to a steady flow of tourism on to Bainbridge Island. In this role the Chamber Office and Kiosk are the primary sources of direct information to travelers arriving to our island. The BICC and Visit Bainbridge websites have proven to be highly used and effective tools for preplanning a visit to Bainbridge Island. As well, the launching of the Grand Ol Forth site has been a huge success providing event information to the many off island visitors in attendance the day of the event and in advance of the largest attended event on the island each year.

I believe that Rex Oliver and the Bainbridge Island Chamber of Commerce are working responsibly with the Bainbridge Island Downtown Association in an effort to communicate both organizations 2017 plans and goals concerning tourism on Bainbridge Island so to not have overlapping efforts and projects. The Chamber's past and continuing efforts with the Cruise Ship Industry, WSCC, and other greater Seattle conferences and organizations has proven to be successful and fruitful to our islands economy.

Thank you for your time.

A handwritten signature in blue ink, appearing to read 'Arnie Sturham', is written over a light blue horizontal line.

Arnie Sturham

Treehouse Café

206-842-2369

City of Bainbridge Island
2017 Lodging Tax Advisory Committee
Bainbridge Island, WA, 98110
Sept. 22, 2016

Dear Committee members:

Bainbridge Youth Services (BYS) is proud to support the Bainbridge Island Chamber of Commerce and its request for an LTAC grant.

Building strong and vibrant communities and developing partnerships with nonprofits and businesses is what the Chamber does best, and BYS has seen that first-hand. Our nonprofit organization, which serves youth through counseling, tutoring and career services, has benefited greatly through the Chamber's leadership.

We have partnered with the Chamber over the last several years to help promote our annual Fourth of July Fun Run fundraiser and more recently on a Celebrate Bainbridge campaign to promote summer events on Bainbridge Island.

The 2016 Celebrate Bainbridge campaign was a huge success, mainly because of the Chamber's leadership and marketing talents. The Chamber brought several community organizations, including BYS, together to create an advertising and marketing campaign to promote three days of back-to-back Fourth of July weekend events.

The Celebrate Bainbridge team, under the Chamber's guidance, met regularly to develop creative strategies to promote Island activities. We are already working with the Chamber to build on our success and create an even bigger and better 2017 Celebrate Bainbridge series of events.

Thanks to the Chamber of Commerce, Bainbridge Island truly has a lot to celebrate!

Sincerely,
Marina Cofer-Wildsmith
Executive Director | Bainbridge Youth Services

e: Marina@BainbridgeYouthServices.org
p: 206.780.1849 | f: 206.855.0421 | w: askBYS.org



56TH ANNUAL
BAINBRIDGE ISLAND ROTARY
AUCTION &
RUMMAGE



Bargains · Community · Charity

Rotary Club of Bainbridge Island
P.O. Box 11286, Bainbridge Island, WA 98110

September 26, 2016

To Whom it may Concern:

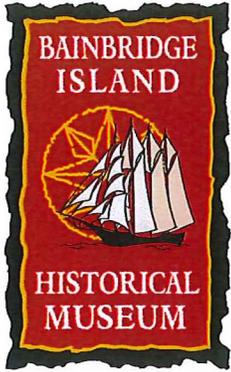
In 2014 the Rotary Club of Bainbridge Island and the Bainbridge Island Chamber of Commerce began talking about how the two organizations could combine their efforts in promoting the week around the Rotary Auction & Rummage Sale and the 4th of July Celebration. In the Fall of 2015 Rotary, the Chamber, the Downtown Association, the City of Bainbridge Island, and Bainbridge Youth Services joined together in a taskforce to create a program that would promote these events to our community and, specifically, the greater Seattle area.

The program is "Celebrate Bainbridge" and just finished its first year. The program covered four days this year and will be five days next year. We hope to add more organizations with events as time goes along. It has the potential of becoming an area wide annual event that will attract more and more visitors to our island.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Tom Lindsley', is written over a faint circular stamp.

Tom Lindsley, Chair
2017 Rotary Auction & Rummage Sale



September 20, 2016

2016 Lodging Tax Advisory Committee

Re: Bainbridge Island Chamber of Commerce

Dear Committee Members,

The Bainbridge Island Historical Museum is pleased to support the Chamber's grant request for Lodging Tax funds for 2016.

The Chamber's kiosk at the ferry terminal provides ferry visitors their first exposure to the many opportunities for learning about the island.

Visitors can view maps and learn how to "get around" as well as obtain brochures and flyers to learn about the many opportunities to enjoy a visit. The museum provides some of the items which are distributed through the kiosk as well as at their office in Winslow

The museum is appreciative of the relationship between our two organizations and the synergies built up over many years.

We encourage your support of their proposal.

Respectfully,

Hemy R. Helm Executive Director
Bainbridge Island Historical Museum

BIHM Board of Directors

Karen Beierle, President

Tom Lamping, Vice President

Charlie Averill, Treasurer

Carolyn Hart, Secretary

Bill Covert

Dennis Tierney

Tom Thatcher

Per Sherwin

James McNett

Hank Helm
Executive Director

October 3, 2016

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

Dear Members of the Lodging Tax Advisory Committee,

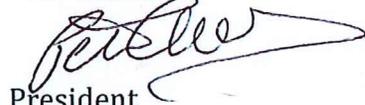
The North Kitsap Tourism Coalition strongly supports the Bainbridge Island Chamber of Commerce in their request for Lodging Tax funds. Bainbridge Island is one of the main gateways to the entire Kitsap Peninsula with exposure to millions of visitors per year. The Chamber staffs two visitor centers and greets visitors at the ferry terminal and the main information center. They have been promoting tourism on Bainbridge Island since 1927.

The Chamber markets local tourism and events online at several websites including BainbridgeChamber.com, VisitBainbridge.com and GrandOld4th.com. We are currently a partner with the Chamber on our website and we link to these websites in promotion of the events.

Bainbridge Island is an important destination under the "Washington's Sanctuary Shore" umbrella as it offers restaurants, shopping, arts and culture and attractions such as the Bloedel Reserve, BI Museum of Art, and the Japanese American Exclusion Memorial. We are pleased to offer another avenue to market Bainbridge Island and are proud to have a representative from the Chamber as an officer and Board member of the North Kitsap Tourism Coalition.

Thank you for your consideration.

Pete Orbea



President
North Kitsap Tourism Coalition



**NORTH KITSAP
PENINSULA**

Washington's Sanctuary Shore

A Washington Tourism Alliance membership supports the effort to create a statewide tourism marketing organization. Tourism is Washington's 4th largest industry. It produces 20.7 billion dollars and supports over 170,000 jobs in our state annually. Unfortunately, as neighboring states and provinces spend more and more money to entice visitors to their destinations, Washington is beginning to lose market share in the tourism industry. Oregon and Montana spend over \$20 million a year to attract tourists and British Columbia spends \$50 million. Last year the WTA budget was under \$500,000.

In 2017, the Washington Tourism Alliance will introduce legislation that will create a fully-funded statewide tourism organization which will help create jobs and spur economic growth throughout Washington State. Throughout the Fall of 2016 and into 2017, the Washington Tourism Alliance will be leading a grassroots effort to build awareness and support for our legislative plan. Your membership helps support this effort.

Your membership also gives your organization discounts when advertising in the Official Washington Visitors' Guide and on the ExperienceWA.com website and grants you preferred rates when attending WTA events. We hope you join us on October 14th at the Crowne Plaza in SeaTac for our annual tourism summit. We sincerely appreciate your support of the WTA. Please feel free to contact me with any questions.

Mike Moe

c: +1 425 444 0589

mike@watourismalliance.com

Experiencewa.com





BAINBRIDGE ISLAND MUSEUM OF ART

October 6, 2015

To: The 2016 Lodging Tax Advisory Committee
Re: The Bainbridge Island Chamber of Commerce.

Dear Committee Members,

I'm pleased to write this letter in support of the Bainbridge Island Chamber of Commerce's 2017 Lodging Tax grant request.

The Chamber of Commerce provides an important service for visitors to Bainbridge Island, distributing information about local activities, places of interest and retail establishments both at their office on Winslow Way and at the ferry terminal kiosk. In addition, the Chamber's website is a primary portal for visitors to planning to visit Bainbridge Island.

The Chamber distributes brochures for the Bainbridge Island Museum of Art (BIMA) and Chamber volunteers recommend the Museum as an important place to visit. BIMA docents also distribute Island maps the Chamber provides.

We are pleased to partner with the Chamber of Commerce to encourage tourism on Bainbridge Island.

We encourage you to support their proposal.

Sincerely,

Greg Robinson
Executive Director/Curator
Cell: (206) 979-1640
Email: greg@biartmuseum.org