

**CITY OF BAINBRIDGE ISLAND  
2016 LODGING/TOURISM FUND PROPOSAL COVER SHEET**

**Project Name:**

North Kitsap Tourism Coalition Market Plan and Event Implementation

**Name of Applicant Organization:**

North Kitsap Tourism Coalition

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

501(c) 6 status obtained August 25, 2015

Tax ID #: 47-2263450

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

September 29, 2014

UBI # 603-439-763

**Primary Contact:**

Pete Orbea

PO Box 85 Port Gamble, WA 98346

porbea@orminc.com

Day phone: (360) 297-8074 Cell phone: (360) 930-1758

**Please indicate the type of project 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\*

**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 North Kitsap Tourism Coalition (NKTC) began as a grass-roots, ad hoc volunteer group of individuals with a passion for the North Kitsap Peninsula and a unified mission to increase tourism in the North Kitsap Peninsula region. We gained non-profit incorporation status within the State of Washington as the North Kitsap Tourism Coalition in August 2014, obtained our Federal Non-Profit 501 (c)(6) status in August 2015 and have quickly grown strong by providing a unique approach of practical marketing tools that help drive revenue.

One of the largest ‘untapped’ markets for our Peninsula is west Seattle market from Edmonds to SODO. From boomers to millennials, their time is as precious as their money, so being able to offer a true “getaway” without really getting away is very appealing.

Our function is for this group to be able to experience our peninsula digitally, peaking their interest and making it very simple to plan their getaway. From compelling videos, to relevant itineraries...NKTC’s content and messaging blends across all social and digital media avenues.

Our website is the platform for partners to present the best of the best about their communities and attractions featuring direct links to partners’ sites and offerings. Our social media pages are to engage guests with hot topics and time sensitive events and offers with a sense of urgency. Our email newsletters serve as forums to share information, updates and upcoming events and activities as well as establish dialogue and referral opportunities.

Our Board of Directors/Officers represents all communities in North Kitsap. Our Marketing Committee and Board includes marketing, communication, and PR professionals (see Chart 1 below). We contracted with a creative specialist as Marketing Director to create and implement our marketing plan based on the Brand Graphics Package created by Roger Brooks, an international expert in the field of destination development.

Our website is <http://www.wasanctuaryshore.com/>

Table 1.

NAME	ORG/COMMUNITY	POSITION
Chris Archunde	PME	Director, Marketing
Mike Barnet	Private Contractor	NKTC Marketing Director
Kathi Foresee	Poulsbo	Chair, Viking Fest & Poulsbo July 3
Jack Harrington	Hansville	Retired Marketing Executive
Chris Placentia	PGST	Director, Economic Development
Matt Kelly	Kingston	DMO Marketer
April Leigh	Suquamish Tribe	Director, Communications
Mickey Molnaire	Bainbridge Island	Tourism and Marketing Director, Bainbridge Chamber
Shirley Sax	Kingston	Retired Marketing/Sales Executive
Ginger Vaughn	PGST	Quinn/Brein PR

**2. If appropriate, please identify the project partner(s) and briefly describe the involvement of each. Please note the maximum award of \$100,000 will apply to any single project, even if proposed by a team of partners.**

We have established and maintain relations with several key groups and organizations to include:

The Bainbridge Island Chamber of Commerce  
The Greater Poulsbo Chamber of Commerce  
The Greater Kingston Chamber of Commerce  
Port Madison Enterprises and Suquamish Indian Tribe  
Olympic Property Group/ town of Port Gamble  
Noo-Kayet Development Corporation and Port Gamble S'Klallam Tribe  
The Poulsbo Marketing Coalition/CoC  
Kitsap Pride  
Greater Kingston Economic Development Committee/CoC  
Bainbridge Island Downtown Association  
NW Epic Series  
Visit Kitsap

Businesses participating in the Spirits & Spirits Festival, 2015 and 2016:

Bainbridge Island

Best Western Plus  
Bainbridge Brewing Co  
Treehouse Cafe  
Bainbridge Organic Distillers  
Fletcher Bay winery  
Bainbridge Vineyards  
Beach House Bar  
Bainbridge Cinemas/Lynwood Theatre  
Suzanne Maurice Wine Bar

Kingston

Divine Wine  
Kingston Ale House  
The Filling Station  
Westside Pizza

Port Gamble

Port Gamble General Store  
Mrs. Muir  
Butcher & Baker Provisions

Port Gamble S'Klallam

The Point Casino  
Heronswood

Poulsbo

Slippery Pig Brewery  
Valholl Brewing Co

Sound Brewery

Suquamish

Clearwater Casino Resort

The Bainbridge Island CoC Marketing and Tourism Director is our Treasurer and Member of the Board and Marketing Committee.

As mentioned previously, all communities are represented on our Board of Directors and Marketing Committee.

We continue to actively seek out more potential partners.

**3. If appropriate, please list each project and the amount of funding awarded and utilized from the Lodging Tax Fund within the last 5 years (2011-2016).**

2015 - \$2500

Online Content Management Services complete as of Dec. 2015

Bainbridge Island Tourism Video complete as of Dec. 2015

2016 - \$8,000

Tourism Marketing

Maintain and enhance website including more videos, build email list and develop a following on Facebook

Marketing and operations of special events and festivals designed to attract tourism

Co-sponsored the Stottlemeier 30/60 mountain bike race

Sponsoring & implementing 2nd annual Spirits & Spirits festival

**4. If any projects previously funded through the Lodging Tax Fund were not completed and or if reports were not submitted to the City as requested, please explain.**

N/A

**Project Information**

**1. Describe the proposed project.**

Our Approach is effective and unique. We drive revenue to North Kitsap by utilizing practical marketing tools. With these funds, we would continue to maximize return on dollars spent by focusing on shoulder season campaigns (as many lodging establishments are at capacity from Memorial Day to Labor Day). In addition, we would continue to partner with existing events and activities to increase the reach of their marketing efforts during the summer season as well as host independent events.

If granted these funds we would continue to focus our brand, understand our customers, and create products that evoke the emotion, sights, sounds, smells, and feelings of experiencing North Kitsap while preserving the identity of each community. Please review Appendix A for detailed data regarding how our approach has been effective. Listed here is our timeline and objectives which these funds would contribute toward.

## Projected Timeline for 2017

Date*	Event Name
Late January and February	Valentines Campaign
March	Itinerary/hotel package campaign(s)
Late May	Viking Fest
May	Stottlemeyer 30/60
June and July	July 4 campaign
Late October	Spirits and Spirits
December	Holiday Campaign
December	Mochi Tsuki
As scheduled	Heronswood Garden Opens
As scheduled	Summer Concert Music Series Campaign

\*additional events and videos will be added to the schedule as the opportunity presents itself

### *Project Objective 1: Implement Shoulder Season Campaigns to increase overnight stays from Labor Day to Memorial Day*

As most Bainbridge Island lodging establishments are at capacity during the summer months, increasing overnight stays during the off-season will have the greatest impact on tourism dollars.

Our shoulder season events will include:

1. Actively partnering with established event to increase their marketing reach in order to increase overnight stays and increase participants' awareness of the broader North Kitsap Experience.
2. Creating events and activities during the off-season to increase overnight stays for that event and also to increase general awareness of the North Kitsap experience. An example of this the creation of Spirits and Spirits in 2015. Spirits & Spirits combines the spirit of the Halloween season with some of the area's best brews, wines, and spirits in a week-long event to highlight the very best North Kitsap has to offer. In 2016, NKTC will sponsor the Port Gamble Ghost Conference in conjunction with the second Annual Spirits and Spirits.



As part of our strategy, we will offer hotel packages for these events therefore increasing occupancy and creating a methodology to track supporting data.

Bainbridge Island Lodging Tax support will partially fund marketing activities for the active partnering of established events and for implementation of the new events including marketing activities.

*Project Objective 2: Partner with existing events and activities to increase the reach of their marketing efforts during the Summer season.*

North Kitsap is replete with festivals, art and cultural events, and outdoor activities during the summer months. We will partner with current event organizers and extend their marketing reach through our website, Facebook, blogs, e-mail list, YouTube channel and super cool videos. Please see Appendix A for data.

Our social media outreach has a Call to Action to interested, excited potential visitors to sign up for the e-newsletter and follow us on social media. We will nurture these contacts with enticing, educating information about North Kitsap. We will also survey them to identify their wants and needs so that we can then define specific “passions”, “sanctuaries” and desired experiences that we will develop into specific package offerings from North Kitsap. Results in 2016 have shown that Facebook is the very effective tool.

Bainbridge Island Lodging Tax support will help fund the creation and distribution of the e-newsletter and the necessary product development to provide targeted packages. We will be tracking the increase in contacts, open rate and clicks to website and hope to increase the number of subscribers by a minimum of 10%.

Your support will fund on-going updating and maintenance of Bainbridge Island information on our website and Search Engine Optimization services to increase our rank through 2016. We continue to measure and analyze website traffic through Google Analytics and other digital tools. In addition, and in conjunction with the Bainbridge Chamber of Commerce, we will be researching metrics to determine its effectiveness in increasing tourist visits and overnight stays on Bainbridge Island.

Bainbridge Lodging Tax support will also help fund the creation videos focusing on the best of the best activities in North Kitsap. The subjects will be determined by the Marketing Team, of which Bainbridge Island is represented by the Marketing and Tourism Director of the BICoC. They will feature Bainbridge Island specifically as appropriate for the activity. The videos will be featured on the website, social media, newsletter and the blog. We will also make the videos on our You Tube channel available to the BICoC, the BIDA and other tourism related groups for use in promoting Bainbridge Island. You Tube and Facebook have excellent analytical tools that will help us understand what is working and focus our dollars in that direction.

*Project Objective 3: Continue to grow our email list and social media outreach*

Our social media outreach has a Call to Action to interested, excited potential visitors to sign up for the e-newsletter. We will nurture these contacts with enticing, educating information about North Kitsap. We will also survey them to identify their wants and needs so that we can then define specific “passions”, “sanctuaries” and desired experiences that we will develop into specific product offerings from North Kitsap.

Bainbridge Island Lodging Tax support will help fund the creation and distribution of the e-newsletter and the necessary product development to provide targeted products. We will be tracking the increase in contacts, open rate and clicks to website and hope to increase the number of subscribers by a minimum of 4.5%. We aim to reach visitors that are traveling from outside of the state.

The NKTC email list rose from 150 at the end of 2015 to 450 through September 2016. Increases in Facebook Likes were even more dramatic over the same time period – from 200 to 2,097.

## **Provide a brief narrative to address the stated selection criteria**

### **A. Expected impact on increased tourism in 2017.**

Visitors require four hours of activities for every hour of travel time. Therefore, if there are only enough activities to fill one day, visitors will only travel for two hours. This is often the case with the small towns in North Kitsap. By marketing itineraries for “Sanctuaries” and “Pick Your Passion”, we target specific markets and have more to offer. If we have more to offer by marketing the entire North Kitsap Peninsula, visitors will see more value in making the trip and will travel from farther away. Bainbridge Island lodging establishments can now become a base for visitors experiencing not only the many assets of Bainbridge, but also for those visiting the entire North Peninsula.

Roger Brooks estimates that targeted itineraries will also increase visitors by 2-3 times. Itineraries focusing on areas of interest including wineries, breweries, food lovers, quilters, outdoor activities, cultural activities, girl’s week-end, boutique shopping, etc. Because they are specific, niche markets they can be targeted making the marketing effort more effective and measurable.

### **B. Expected impact on overnight stays on the island.**

We anticipate a 3.5% increase of overnight stays on the island. Overnight visitors spend 4 times as much as day visitors and are therefore a target worth pursuing. Having more activities not only increases the distance that people are willing to travel, but also increases overnight stays. Itineraries and activities extending beyond a day will also target specific markets and increase overnight stays. Bainbridge Island lodging establishments have become a base for visitors experiencing not only the many assets of the island, but also for those visiting the entire Peninsula. Our off-season Spirits and Spirits event will also increase overnight stays as it grows in popularity.

### **C. Projected economic impact on Bainbridge Island businesses, facilities, events and amenities, including sales of overnight lodging, meals, tours, gifts, and souvenirs.**

We expect a conservative increase of 3.5% of visitors (including day trippers). Washington’s Sanctuary Shore focuses on the Best of the Best in each community, including restaurants, entertainment and retail. Although visitors come for the primary activity or anchor tenant, 60% of their spending will be on activities other than the primary reason that they came, according to Roger Brooks. Therefore, all businesses will benefit from the marketing of the Best of the Best.

The Spirits and Spirits event will have a direct effect on the Bainbridge Island establishments that participate.

### **D. The projected potential to draw visitors in the off season, i.e. October 1 until Memorial Day.**

As described in Project Information section, NKTC’s number one project objective is to Implement Shoulder Season Campaigns to increase overnight stays from Labor Day to Memorial Day. The potential is high and could be conservatively estimated to be an increase of 5% over last year.

Spirits & Spirits 2015 was the first major North Kitsap-wide event to increase customer traffic to retail businesses and lodging establishments during the off-season. We anticipate 150 overnight stays this year in conjunction with the Port Gamble Paranormal Conference of which 50% will be from greater than 50 miles away. We intend to grow the event yearly and draw visitors from greater distances and increasing numbers each year.

**E. The organizations demonstrated history of organizational and project success.**

Please see Appendix A.

**F. Describe any partnerships with other organizations and businesses in the proposed project – including efforts to minimize duplication of services where appropriate and encourage cooperative marketing.**

The very nature of our project and organization is partnership and collaboration. Our website will focus on anchor tenants and events and will link to community websites for detail, therefore reducing redundancy. We also look forward to further developing partnerships on Bainbridge Island.

See page 3 and 4 for a list of our partners.

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

As previously discussed, we will be measuring the effectiveness of the online activities as follows:  
Primary Goal – 1000 qualified newsletter subscribers  
Website – Google Analytics and other detailed digital tools  
Email Newsletter – increase in contacts, open rate, clicks to website  
Videos – Detailed digital analytics  
Increased visitors and duration of stay – research possible metrics and methodology  
Increase in Surveys

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

Funds awarded in 2017 by Bainbridge Island will be leveraged by contributions from the other communities will be leveraged by more than a factor of 4, as they were in 2016.

The NKTC Board and Marketing Committee have contributed more than 400 volunteer hours so far in 2016, and more to come during the Spirits and Spirits Festival this October.

**Exhibits**

- Appendix A: Data and Analytics
- Appendix B: 2015, 2016 and 2017 Financial Summary
- Exhibit 1: Letter from the Bainbridge Island Chamber of Commerce

Community	Type	Event/Video Name	People Reached	Views-FB	Engagements	Shares	Likes	Website Views	Embeds	TV Homes
All	Post	4th of July - Fun of July Post <a href="http://www.wasantuaryshor">http://www.wasantuaryshor</a>	5,376		182	20	67	105		
All	Post	Summer Music Series / NK Summer Series Post <a href="http://www">http://www</a>	6,096		278	26	70	174		
All	Video	Spirits & Spirits promo	446	219				434		
Bainbridge Island	Video	Mochi Tsuki Video (Japanese-American New Year Video)	7,355	5,100		14				
Bainbridge Island	Post	Chilly Hilly Bike Race	446	423		2				
Bainbridge Island	Video	Girls Night Out Video	1,260							
Bainbridge Island	Video	What's Your Sanctuary	14,221	11,153	93	73				
Kingston	Post	Kites Over Kingston	5,252		151	29	73			
Kingston	Video	Things to do in Kingston Wa Video	7088	5,249		47			10	
Kingston	Video	Kola Kole	17,648	6,500				353		
Kingston	Video	What's Your Sanctuary	8,986	5,700	4076	65				
Port Gamble	Post	Fishline Race Post <a href="http://poulsborunning.com/events/fish">http://poulsborunning.com/events/fish</a>	2,919		111	8		9		
Port Gamble	Video	Ghost Walk Tours	1,131			2				
Port Gamble	Video	Stottlemeyer 30/60	883	194		3				
Poulsbo	Video	Girls Night Out Video	1,260	423		2				
Poulsbo	Video	Viking Fest 2016 Video Ad	11,680	4,100		156	39			
S'Klallam	Post	Heronwood Garden Open Post <a href="http://www.wasantuary">http://www.wasantuary</a>	4,061		89	37		31		
S'Klallam	Video	Heronwood Garden Video	4,869	2,400		88				
S'Klallam	Post	Stan Purser Powwow Post	2,491			26				
S'Klallam	Video	Stan Purser Powwow Video	2,178	763		24				
Suquamish	Video	Kiana Lodge Brew Fest Video Ad	489	174		2				
Suquamish	Post	Valentines Dinner Post	3,194		131	6				

Totals 109,329 42,398 4,980 572 249 1,106 10 150,000

# Appendix B

## North Kitsap Tourism Coalition 2015 Budget

## 2016 Budget

## 2017 Budget Estimate

			Actual as of			
Revenue	Annual	Revenue	Budget	09/30/16	Revenue	Budget
Cash on Hand 1/1	5,565	Cash on Hand 1/1/2016	1,648	1,648	Cash on Hand 1/1/2017	140
BI LTAC	2,500	BI LTAC	8,000	8,000	BI LTAC	10,000
Olympic Property Group	3,000	Olympic Property Group	5,000	5,000	OPG	5,000
Noo-Kayet/Pt Gamble S'Klallam	4,000	Noo-Kayet/Pt Gamble S'Klallam	5,000	5,000	Noo-Kayet/Pt Gamble S'Klallam	5,000
Port Madison Enterprises	4,000	Port Madison Enterprises	4,000	4,000	PME	4,000
Poulsbo Marketing Group	2,000	Poulsbo LTAC	3,000		Poulsbo LTAC	9,000
Kingston Stakeholders	500	Kingston Stakeholders	500	500	Kingston Stakeholders	1,000
Kitsap County Discretionary	5,000	Poulsbo PMC video	2,000		Poulsbo PMC video	2,000
App x PGST for 2016	2,000	Spirits & Spirits	4,000		App x PGST	2,000
App x PME for 2016	2,000	PME banner contribution	500	500	App x PME	2,000
					Spirits & Spirits	4,000
<b>Total Revenue</b>	<b>26,565</b>	<b>Total Revenue</b>	<b>33,648</b>	<b>24,648</b>	<b>Total Revenue</b>	<b>44,140</b>
<b>Expenses</b>		<b>Expenses</b>			<b>Expenses</b>	
Creative design, implementation, website maintenance, social media, newsletter, marketing plan	11,435	Creative design, implementation, maintenance, eg website, Facebook, newsletter, marketing plan	18,000	13,500	Creative design, implementation, maintenance, eg website, Facebook, newsletter, marketing plan	24,000
Board & pro-rated 3 mo Liability Insurance	1,533	Board & Liability Insurance	1,754	1,754	Board & Liability Insurance	1,800
IRS 501(c)(6) application	850	Digital Advertising	6,900	3,248	Digital Advertising & Videos	10,000
Videos - Communities 1000x5	5,435	Newsletter email program	250	152	Newsletter email program	300
Videos - Sanctuaries 1000x2	2,174	Search Engine Optimization	1,000	383	Search Engine Optimization	1,200
State non-profit corp setup	1,000	Website Domain Renewals	200	149	Website Domain Renewals	300
Travel Writers Conference	300	Spirits and Spirits Event	3,000	1,279	Spirits and Spirits Event	4,000
Attorney fees - corporate	1,190	Stottlemeyer food	500	606	Stottlemeyer food	500
Spirits & Spirits Event	1,000	Printing	500	86	Printing	890
		Annual State Corporate Renewal	10	10	Annual State Corporate Renewal	10
		Attorney fees - corporate	500		Travel Writers Conference	500
		Stottlemeyer banners	894	894	Attorney fees - corporate	500
<b>Total Expenses</b>	<b>24,917</b>	<b>Total Expenses</b>	<b>33,508</b>	<b>22,061</b>	<b>Total Expenses</b>	<b>44,000</b>

# Exhibit 1



## BOARD OF DIRECTORS

### Executive Board:

**Kelly Muldrow**

Chairman

**Linda Lincoln**

Chair Elect

**Claire Chavanu**

Treasurer

**Russell Everett**

Secretary

**Arnie Sturham**

Immediate Past Chair

**Jeff Waite**

Chair Emeritas

### Directors:

Matt Albee

Larry Barrett

Rhonda Brown

Cheryle Elmquist

Terry Lande

Damien Lawson

Bryan McConaughy

Edward Moydell

Rick Pedersen

Steve Walden

Rex Oliver, IOM

President/CEO

### Chairman's Circle:

#### Platinum Members:

Treehouse Café

Bainbridge Island Brewing

Elmquist Real Estate Ser.

Harrison Medical Center

Kitsap Bank

Puget Sound Energy

#### Gold Members:

Town & Country Markets

Sears & Associates

HomeStreet Bank

September 15, 2016

To: Lodging Tax Advisory Committee

Re: North Kitsap Tourism Coalition

Committee Members,

The Chamber would like to offer support for The North Kitsap Tourism Coalition submission for LTAC funding during the 2017 budget cycle.

Mickey Molnaire, Chamber staff, is a board member of the NKTC and has been representing the Chamber as that organization works to provide an umbrella marketing program for all of North Kitsap County. Partnering with the NK communities has given the NKTC team strength in its decision making and in its marketing.

The LTAC funds will be put to good use in creating information to be included in the North Kitsap Peninsula web site. Articles, day trip itineraries, where to dine and feature videos are just some of the forms that information will be take.

We have seen the results of NKTC's hard work with the production of videos and the very successful Spirits and Spirits event held last fall. We look forward to this year's event.

Again we offer support for the application by the North Kitsap Tourism Coalition.

Respectfully,

Rex Oliver, IOM

President/CEO

Bainbridge Island Chamber of Commerce

*"Creating a Strong, Sustainable Local Economy"*

BAINBRIDGE ISLAND CHAMBER OF COMMERCE

395 Winslow Way East, Bainbridge Island, WA 98110 t. 206.842.3700 f. 206.842.3713 www.bainbridgechamber.com info@bainbridgechamber.com