

**CITY OF BAINBRIDGE ISLAND
2018 LODGING/TOURISM FUND PROPOSAL
COVER SHEET**

Project Name: Event and Rental Program Initiative

Name of Applicant Organization: Bainbridge Island Museum of Art

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

BIMA is a 501 (c) 3 organization; Tax identification number is 27-0183255

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

Incorporated, February 2009; UBI Number 602917174

Primary Contact: Karen Molinari, Development Director

Mailing Address: 550 Winslow Way East, Bainbridge Island, WA 98110

Email(s):karen@biartmuseum.org

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Please indicate the type of project described in your proposal:

√ **Project Type**

X	Tourism Marketing
	Marketing and operations of special events and festivals designed to attract tourists
	Supporting the operation of a tourism-related facility owned and operated by a nonprofit organization*
	Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality or public facilities district*

***If the proposal requests funds for a tourism-related facility, please indicate the legal owner of that facility:**



BOARD OF
DIRECTORS

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Harrison Medical Center
Kitsap Bank
Puget Sound Energy

Gold Members:
Town & Country Markets
Sears & Associates
HomeStreet Bank

September 13, 2017

To: The 2018 Lodging Tax Advisory Committee
Re: The Bainbridge Island Museum of Art

Dear Committee Members,

It is my pleasure to write this letter in support of the Bainbridge Island Museum of Art 2018 Lodging Tax grant request.

BIMA is one of the principal destinations for many of our visitors, school students and island residents. Being located at Winslow and the 305, they are one of the first stops for visitors/tourists.

Visitors to Bainbridge Island are shown the works of many of our local artists and see how much art plays into the sense of community for our island.

The Chamber is pleased to partner with BIMA to distribute their brochures and they reciprocate by giving out copies of our island map.

The Chamber appreciates the relationship between the two organizations which has been built up over the years.

We encourage you to support their proposal.

Respectfully,

Rex Oliver, IOM
President/CEO

"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

Applicant Information

Please respond to each of these questions in the order listed. If the proposal includes multiple partners, please include the requested information for each organization.

1. Describe the applicant organization's mission, history and areas of expertise. Describe the applicant's experience in tourism promotion on Bainbridge Island and its demonstrated ability to complete the proposed project.

Alternate question for event or facility funding:

Describe the event or facility proposed including its purpose, history, and budget. Include past attendance history if applicable, and estimate the number of tourists drawn to the event or facility/year. Please estimate total attendance and number of tourists estimated to attend for 2018. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2018?

1A. Mission: The Bainbridge Island Museum of Art's mission is to engage a diverse population with the art and craft of our region. Our focus is the contemporary art of the Puget Sound region, with an emphasis on artists who are less well-known but deserve broader recognition, and topics and themes that are important to our region.

1B. History: Over ten years ago our founder, Cynthia Sears, and artists, civic and community leaders began to envision a new art museum and cultural center on Bainbridge Island. Our organization was formed officially in 2009 with non-profit status, and a founding board began to make specific plans. Initial priorities included defining program goals, reviewing early architectural concepts, finding a core staff, and launching a capital campaign.

In 2010 the Board of Directors started construction on the new art museum. The building was designed by architect Matthew Coates, Coates Design Architects. BIMA is has become the first art museum in Washington to attain Leadership in Energy and Environmental Design (LEED) Gold status – an environmental certification achieved with the use of green building material, solar panels and other features.

Tourism: BIMA's location at the corner of Highway 305 and Winslow Way, across from the Seattle to Bainbridge ferry terminal, makes it an easy place to discover and visit. We offer free admission in order to ensure access to all. Since opening in 2013, BIMA has seen a huge increase in visitors, counting over 300,000 as of June 2017. We estimate 75,000 to 80,000 visitors annually. This past year has seen a 39% growth in the number of visitors. In addition to our visual art exhibits which rotate three times per year, BIMA has increased programming to include films, lectures, a jazz series and other events drawing a diverse audience with many interests. On any given day, visitors to the Museum are a mix of local Bainbridge Islanders, regional (Kitsap County and Seattle) residents and national and international tourists. BIMA has also increased the number of schoolchildren visiting on field trips. During the 2016-17 school year over 3,000 students (130 classes) took advantage of our Field Trip Program.

1C. Promotion of Activity in the Past/Plans for 2018:

BIMA has had a rental program since opening in 2013. Most rentals of our facility

have come via word of mouth. The BIMA website has a specific section for “Plan an Event”, outlining available spaces, rental fees, catering and audiovisual information.

BIMA has hosted 78 rental events since January 2017, totaling 4,237 attendees. (These events are NOT BIMA produced events but outside parties renting the Museum).

Event attendees were as follows:

- 30% Entertainment (music, plays, films)
- 22% Lectures/Presentations/Fundraisers
- 27% Private parties/weddings/rehearsal dinners
- 16% Corporate Rentals/Meetings
- 5% Workshops

Plans for 2018:

Korum Bischoff, BIMA’s Marketing Director and Shannon Campbell, BIMA’s Events Director have designed a comprehensive marketing plan to increase the number of overall rentals held at BIMA. We are targeting an increase in Corporate Rentals/Meetings and Private Parties/Weddings as those events tend to have more overnight guests since they often span over several days. Our Marketing Plan will also emphasize the “shoulder” season. See the attached timeline for timing of advertising, Eblasts (email messages) and Facebook posts.

The Marketing Plan is fully outlined in the attached budget and includes:

- Printing and distributing 1,000 brochures;
- Mailing to Corporate Planners three times per year (winter, spring and fall);
- Advertising in business and trade journals including Northwest Events, Seattle Met Bride and Groom, Puget Sound Business Journal, EventEasy NW;
- Email blasts and advertising to lists from Banquet and Events Show, Wedding Expos, Visit Seattle as well as to BIMA members;
- Attending/ exhibiting at several industry shows: the Banquet and Events Northwest Show, Seattle Wedding Show and Kitsap Wedding Expo;
- Developing a more-user friendly descriptive webpage for rentals at BIMA;
- Take photographs of rental spaces for all materials and website.

2. If appropriate, please identify the project partner(s) and briefly describe the involvement of each. Please note that the maximum award of \$125,000 will apply to any single project, even if proposed by a team of partners.

BIMA will partner with the above-named corporate and wedding planning organizations. We plan to get targeted lists of planners and interested businesses from these “experts”. BIMA will also attend trade shows to network with potential clients. All of these costs are included in the budget attached.

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 (2013-2017).

2013	Capital Funding	\$10,000
2014	Exhibitions	\$15,000
2016	Exhibitions	\$12,000
2017	Exhibitions	\$ 8,000

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

Project Information

1. Describe the proposed project.

a. Scope: Identify the Project's main objectives and how each will be achieved. Be as specific as possible about the proposed services, measurable impacts, distribution method, and costs.

BIMA's Event and Rental Program seeks to increase the rental of the BIMA facility for corporate retreats, meetings and seminars as well as for weddings and social events like holiday parties. We have developed a comprehensive marketing program aimed at raising awareness of BIMA's facility to corporate planners, businesses in the Puget Sound region and wedding planners. BIMA has several spaces able to be rented:

- Auditorium with State-of-the-Art projector- Maximum Capacity 100
- Conference Room with Audiovisual, Whiteboard and conference calling- Maximum Capacity 30
- Classroom with Audiovisual, Whiteboard and conference calling-Maximum Capacity 100

In addition, many events have used the other spaces in the museum after hours, including placing tables and chairs in the various galleries, using the Bistro space for receptions and food/drink and renting a large tent to extend the space onto the Plaza adjacent to the building.

The measurable impact of these activities would be many more people staying overnight in local lodgings. Business conferences often take place over several days and weddings/social events often have out of town guests needing accommodations around the occasion they are visiting for.

b. Budget: Include a detailed budget for the proposed project itemizing expenses and income. Include the amount requested from the Lodging Tax Fund and identify other sources of funding anticipated or obtained, including matching funds, as well as any in-kind contributions necessary to complete the project.

(See attached)

c. Schedule: Provide a project timeline that identifies major milestones. If applicable, please describe the project's scalability. How would the project scope and budget be adjusted should the full amount of the LTAC funding request not be awarded? Please provide specifics.

(See timeline attached)

If we do not receive the \$20,000 request from COBI LTAC, BIMA will have to forego many of the elements of the Marketing Plan. Looking at the budget, BIMA is able to contribute \$11,672 towards this project. We would be able to complete the tasks listed in the budget as being funded by BIMA:

Rental Brochure	\$500
Marketing Director/Designer time	\$3,500
One ad in Kitsap Business Journal	\$672
Website improvement	\$4,000
Facebook Ads	\$200
Visit Seattle Eblast	\$400
Photography	\$500
Booth at Banquet and Event Show (NW EVENT SHOW)	\$1,400
Materials for booth	\$500
	\$11,672

2. Provide a brief narrative statement to address each of the stated selection criteria. Describe outcomes anticipated from each criterion, as well as the overall project.

a. Expected impact on increased tourism in 2018. 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 2016 and estimates for 2017.

BIMA has been fortunate to have attracted over 300,000 visitors in the 4 years since opening in 2013. We have seen a 39% increase in visitors in 2017 over 2016. (January – July 2016--34,752 visitors; January – July 2017-- 51,513 visitors).

Although we currently do not track where each visitor is from, we ask visitors to sign our guest book. An audit of the guest book showed visitors from 46 states, 36 countries, from Bellingham to Aberdeen and throughout the region.

BIMA has been working with Visit Seattle and other organizations to be sure tourists from out of town know about Bainbridge Island and BIMA. The hotel concierges and cruise boat staff often recommend a trip to the Island as a top tourist destination.

The Event and Rental Program will draw more attention to BIMA and Bainbridge Island, which would increase tourism even if someone is not interested in renting the facility.

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 2018 as a result of the proposed activities. Please include the basis for any estimates.

As reported above, 43% of the 4,237 people renting BIMA since January 1, 2017 to September 12, 2017 were attending private parties or corporate retreats/meetings. After interviewing a local event planner and talking to Shannon Campbell, BIMA's Events Director, a conservative estimate would be that 25% of attendees will stay overnight on Bainbridge Island. In 2017, that would have been 847 people.

With our concentrated marketing effort, we project we will increase our rentals in these two categories by at least 10%, increasing the number of people staying overnight on the Island to attend the rental events.

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).

According to a Washington State Tourism report by Dean Runyan and Associates, visitors to Kitsap County spent \$248.6 million at the destination they visited (2009). 11.5% on lodging, 28% on food purchases and 15% on retail purchases. BIMA has become a cultural destination, drawing tourists to spend money on Bainbridge Island. We are open 363 days per year (closed Thanksgiving and Christmas), 7 days a week. People often visit BIMA on their days off. We also offer workshops and other cultural programming that attracts visitors from around the region.

BIMA was mentioned in a September 14, 2016 article in Vogue Magazine, and is still in the list of the 15 Best Small Town Museums listed by Fodor’s and in Travel+Leisure magazine. These articles plus local coverage of BIMA’s exhibitions and programs assure a steady stream of tourists, benefitting both the Museum and Bainbridge Island businesses.

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.

As stated earlier, the Event and Rental Program project is focusing on “selling” rentals at the Museum during the “shoulder seasons”—Spring and Fall. Our Marketing Plan increases mailings, Eblasts and advertising to entice renters in the “off season”.

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

Bainbridge Island Museum of Art was opened in 2013 and, as stated above, has seen the number of visitors increase each year. Our exhibitions rotate three times per year and offer diverse collections focused on lesser-known artists from the Puget Sound region. BIMA has grown in the past four years and we now offer additional cultural programming including a regular film series, lecture series, an upcoming month of jazz programming and Inspired Chef series, attracting new audiences.

We are ready to focus on our Event and Rental Program to increase use of the Museum and draw overnight visitors to Bainbridge Island.

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.

BIMA will partner with the Bainbridge Island Chamber of Commerce to help disseminate information about our Event and Rental Program. The other partners are event and wedding planning organizations as outlined in our Marketing Plan.

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

Shannon Campbell, BIMA Events Director, tracks all rental and event information. She will be able to demonstrate an increase in these events in the next year.

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

BIMA is prepared to contribute significantly to this program including donating staff time (Marketing and Events Directors) and any overhead expenses as well as other costs outlined in the budget.

COBI LTAC 2018	Event and Rental Initiative Timeline
Date	Task

1/2018	Engage Photographer Develop brochures, collateral and booth materials Seattle Wedding Show booth
2/2018	Kitsap Wedding Expo booth

Direct Mail -prepare lists and mailing #1
 As in Kitsap Business Journal
 Begin providing info to EventEasy NW
 Get bids for Website update
 3/2018 Prepare ad for NW Meetings and Event Publication
 Send Eblast to NW Meeting list
 BIMA Dedicated Eblast #1
 Prepare ad for NW Meetings and Event Website (March-September)
 4/2018 Kitsap Business Journal ad #2
 Direct Mailing #2
 Prepare ads for Seattle Met Bride and Groom Magazine
 5/2018 Dedicated Eblast #2 to BIMA list
 Continue with EventEasy NW, NW Meetings and Events promos
 Facebook Ad
 June , July and
 August 2018 Ad in August to Kitsap Business Journal
 9/2018 and
 10/2018 Booth at Banquet and Events Show (NW Events)
 Visit Seattle Partner Eblast
 Ads for Seattle Met Bridge and Groom, NW Meetings and Events
 Continue with EventEasy promos
 Deadline for website update
 BIMA Dedicated Eblast #3
 Facebook ad
 Direct Mail #3
 Kitsap Business Journal ad #3

COBI 2018 LTAC Application	Bainbridge Island Museum of Art	
<u>Marketing Expenses</u>	<u>Specs</u>	<u>Expense</u>
Brochure advertising rentals	9" x 16" trifold; 1000 pieces; printing	\$500
Direct Mail	5" x 7", 3 x year (winter, spring and fall) 2000 pieces; 1300 to mail and 700 to distribute	
	Printing and Postage	\$3,000
Kitsap Business Journal Ad	Junior page, color-Feb., April, Aug., Oct.	\$2,688
Northwest Meetings and Events Ad	Spring and Fall, 2/3 page color print ad; Eblast reaching 3,000 industry professionals	\$4,000
	Ad on the website-total 6 months	\$590
		\$1,000
Seattle Met Bridge and Groom Magazine	1/2 page ad; Spring and Fall	\$4,784
	1/2 page ad Annual publication	\$1,200
		"NW Best Ceremony and Reception Spaces" Resource Guide under "FEATURED" listing Full page print, online quarterly full page ad, expanded web listing, reaches 1200 corporate event planners; incl. 2 direct mail or email messages
EventEasy NW	Annual	\$3,500
BIMA Dedicated Eblast	To 4,000 BIMA subscribers; 3 x year	\$0
Booth at Banquet and Event Show (NW Event Show)	September, 2018, Booth rental (10'x10') Booth Materials	\$1,400 \$500
	January 13 & 14, 2018, Booth Rental 10' x 10'	\$1,600
Seattle Wedding Show	Booth Materials	\$500
	February 2018, Booth Rental 10' x 10'	\$300
Kitsap Wedding Expo	(Event and rental pages only)	\$4,000
New Website development	3900 Followers	\$800
Facebook Ads	Fall	\$400
Visit Seattle Partner Eblast	For all new materials and website	\$1,000
Photography		
PROGRAM TOTAL EXPENSES		\$31,762
BIMA Contributions	BIMA to pay for the following:	<u>Revenue</u>
	Rental Brochure	\$500
	Marketing Director/Designer time	\$3,500
	One ad in Kitsap Business Journal	\$672
	Website improvement	\$4,000
	Facebook Ads	\$200
	Visit Seattle Eblast	\$400
	Photography	\$500
	Booth at Banquet and Event Show (NW EVENT SHOW)	\$1,400
	Materials for booth	\$500
TOTAL BIMA CONTRIBUTIONS		\$11,672
City of Bainbridge Island (LTAC)	This grant	\$20,000
TOTAL PROGRAM		\$31,762



**BAINBRIDGE ISLAND
MUSEUM OF ART**

	2016 ACTUAL	2017 BUDGET	2017 ACTUAL ESTIMATE as of July 2017
		BOARD APPROVED 1.25.2017	
REVENUES			
<i>Earned Income</i>			
Store	14,841	17,085	19,648
Bistro	(100,424)	(37,625)	(28,219)
Events and Rentals	(19,180)	9,468	2,840
<i>Subtotal Earned Income</i>	<u>(104,763)</u>	<u>(11,072)</u>	<u>(5,731)</u>
<i>Other Earned Income</i>			
Educational & Program Income	21,302	76,118	51,760
Community Partnerships	24,672	29,500	25,075
<i>Subtotal Other Earned Income</i>	<u>45,974</u>	<u>105,618</u>	<u>76,835</u>
Total Net Earned Income	<u>(58,789)</u>	<u>94,546</u>	<u>71,105</u>
<i>Contributed Income</i>			
Donation Box	14,876	20,000	24,400
Memberships	90,605	100,000	118,000
Annual Fund	237,037	225,000	213,750
Major Gifts - Individuals	937,816	725,000	615,000
Grants, Sponsorships & Other	251,845	126,000	115,000
Auction	465,354	509,000	599,790
Other Special Events	15,086	33,800	31,772
Total Contributed Income	<u>2,012,619</u>	<u>1,738,800</u>	<u>1,717,712</u>
INCOME TOTAL	<u>1,953,830</u>	<u>1,833,346</u>	<u>1,788,817</u>
EXPENSES			
Administrative Payroll	902,778	908,692	981,387
Professional & Administrative Services	30,443	25,700	22,616
Education & Programs	29,693	92,790	69,593
Exhibitions	141,684	91,200	93,024
Fundraising	45,988	35,200	38,720
Marketing	84,686	113,900	102,510
Community Partnerships	33,880	33,500	31,155
Occupancy Costs	249,872	279,625	251,663
Office & Administrative Expense	85,210	89,803	85,313
Taxes	19,260	12,500	11,250
Insurance	15,910	20,000	23,200
Other Miscellaneous Expenses	42,551	20,920	18,828
EXPENSES TOTAL	<u>1,681,955</u>	<u>1,723,830</u>	<u>1,729,258</u>
NET INCOME	<u>271,875</u>	<u>109,516</u>	<u>59,558</u>