

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

Project Name: **Bainbridge Island Wineries: Wine on the Rock - Winery Tourism Events**

Name of Applicant Organization: **Bainbridge Island Winery Alliance**

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

501 (C) 6 and Tax ID: 27-5507628

Date of Incorporation as a Washington State Corporation and UBI Number: **Incorporated: 1/7/2011. UBI Number: 603-079-863**

Primary Contact: **Brooke Huffman**

Mailing Address: **321 High School Rd NE, Suite D3 PMB 134 Bainbridge Island, WA 98110**

Email(s): **bainbridgewineries@gmail.com**

Day phone: **206.200.8751** Cell phone: **206.200.8751**

Please indicate the type of project described in your proposal:

√	Project Type
X	Tourism marketing
X	Marketing and operations of special events and festivals designed to attract tourists
<input type="checkbox"/>	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
<input type="checkbox"/>	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:

LODGING/TOURISM FUND APPLICATION

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.

The Winery Alliance of Bainbridge Island (WABI) was started in 2008 in an effort to leverage resources, share wine making best practices and organize events to attract tourist to Bainbridge Island. WABI's mission is to raise awareness of Bainbridge Island as a wine destination worth the visit. WABI does this by producing the best wine possible using grapes grown on the island as well as from Eastern Washington and organizing events to attract wine lovers and promote tourism. WABI's marketing efforts have supported the exciting and expanding tourism trends and opportunities happening on Bainbridge Island and we would love the opportunity to continue with these efforts on a larger scale in 2018.

Since 2009, the seven wineries on Bainbridge Island have been hosting four annual open house style wine events. In 2016, WABI engaged the services and expertise of a marketing consultant to better organize events and raise awareness of Bainbridge Island wines and create professionally organized and executed events throughout the year to attract visitors nationwide to Bainbridge Island. The first event led by the marketing consultant was held over two days, July 23 and 24, 2016. The event was a massive success in achieving the goal of attracting out of town visitors to the island for the weekend as well as bringing visibility to the wineries on Bainbridge Island. We have since leveraged LTAC funds to increase attendance and visibility to the wineries on Bainbridge Island. The success of our 2017 events to date (last 2017 event is Nov 11 & 12) can be measured by the below results:

- 645 event attendees (for three events)
- 83% of event tickets were sold to those who live outside of Bainbridge Island
 - Public relations & marketing outreach efforts resulted in over 900K

Promotion and marketing of the event included:

- Facebook Ads
 - o 178K 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 event on website
 - o Facebook post over w/ 7,500 followers
 - o Boosted Facebook post - thousands more impressions
 - o eNewsletter w/ 13K subscribers
- [North Kitsap Tourism Coalition](#)
 - o Created 7 GIFs and 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

- Targeted emails
- Multiple Facebook posts
- [Localwineevents.com](#) & The Juice email list
 - Weekly emails the month before the event to over 12K on email list
- [Washington Tasting Room Magazine](#)
 - Online article – website has 5K unique monthly views
 - Event published in magazine – readership of 50K
 - Social media postings w/ 5K FB followers
- [The Seattle Wine Examiner](#)
 - Online article on website
 - Social media & Facebook wine group posting – 150+ followers & group members
- Kitsap Sun
 - Article published in Kitsap Weekly
 - Event posted on website
- Bainbridge Island Review
 - Event posted on website
- BI Chamber of Commerce
 - Event posted on website
 - eNewsletter to 12K subscribers
- [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
- Wine Press Outreach:
 - Sean Sullivan – WA Wine Report
 - David LeClaire – Seattle Uncorked & Esquin Wine Merchants
 - Andy Perdue – Great NW Wine
- Posters displayed at:
 - Docs
 - Blackbird Bakery (3x)
 - Bulletin board on Madrone Ln
 - Cups
 - BI Rowing Yard
 - Lynnwood Center – various businesses

Post event media expose included:

- Article in Fall edition (current edition) of West Sound Home and Garden Magazine

2. If appropriate, please identify the project partner(s) and briefly describe the involvement of each. While the application is being submitted solely by the Winery Alliance of Bainbridge Island, we are actively partnering with local organizations to bring greater success to our proposed events.

BI Lodging Association

Most people who attend our Wine on the Rock events are traveling from out of the area (83%) and will need a room for the night. The Winery Alliance of Bainbridge Island (WABI) has partnered with BI Lodging to offer discounts for past wine weekend events to further encourage overnight stays.

For future, events, we will be partnering with Bainbridge Island Lodging again to post special wine weekend events on both the WABI and [Bainbridge Island Lodging website](#). We will actively partner with local lodging to offer discounts to guests who stay two or more nights during our wine weekend events and continue to build these partnerships. Special overnight accommodation info will be posted on our ticket sales website (Eventbrite.com) as well as on our WABI website and Facebook page. BI Lodging has been a great supporter of BI wineries and we want to continue to build this relationship and obvious partnership in 2018 with Friday night winemaker dinners or receptions prior to the Wine on the Rock weekends. We're looking for properties that can accommodate large groups for this event. The event will bring people to the island for a two night stay around Wine on the Rock weekends.

[Visit Kitsap Peninsula](#) has a robust marketing outreach plan and has 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. They also included the event in their eNewsletter with 13K subscribers. WABI will continue to partner with Visit Kitsap and include Visit Kitsap on our website and attend off island events such as the Kingston Wine Walk, Whaling Days, Gig Harbor Food and Wine Fest as well as Kitsap Wine Festival to increase visitors to the wineries. Visit Kitsap Peninsula will continue to partner with us in matching paid and in-kind media and promotional support (contingent on their Kitsap County grant).

[North Kitsap Tourism Coalition](#) was a great partner in 2017 with the wineries in helping support our Wine on the Rock events. NKTC produced a promo video, short GIFs for each of the seven wineries plus did a video interviewing the executive director of WABI as well as the NKTC executive director. Below is what they spent to help promote our events:

WINE ON THE ROCK TOTAL AD SPEND: \$282.41

3 Wine On The Rock Facebook ADS

-WOTR interview Video Ad sent to NKTC list: \$110.84

-WOTR Promo Video Ad sent to Seattle/Tacoma/Gig Harbor target audiences: \$61.84

-WOTR Interview Video sent to people who watched 50-75% of promo video: \$29.73

-TOTAL AD SPEND FOR WOTR ADS: \$202.41

7 Wine On The Rock Facebook "Boosted" posts

-5 WOTR GIFS: \$8x5= \$40

-1 WOTR interview video (Pete and Brooke): \$20

-1 WOTR promo video: \$20

-TOTAL BOOSTED POST SPEND: \$80

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).

2017 Funds Awarded: \$6000

Funds were used to support four Wine on the Rock events, plus three additional wine events. Wine on the Rock events were two-day wine events bringing in 645 attendees (Nov 2017 event not included. Estimated attendance at 200). 83% of attendees from the first three events of the year were from off island.

We partnered with BI Lodging Association to offer a room package deal for the February & April WOTR events. We'd like to leverage the BILA's new website and continue to offer promotional discounts for our 2018 events. We would also like to do a wine makers reception the Friday before the Wine on the Rock events to encourage a two-night stay.

As mentioned, we partnered with North Kitsap Tourism Coalition to create a series of videos promoting the July 2017 WOTR event. This was our best attended event (248 tickets) and we had the highest engagement on social media with the video. \$100 was spent to create a Facebook ad using the video and we had fantastic results:

Ad ran: July 4 – 21, 2017

13, 421 people reached, 101 link clicks (within the Facebook ad), \$0.99 cost per result

4.7K views, 18 post shares, 3 comments, 4,705 engagements, 74 post reactions

We created a specific link to track those who clicked the link to buy tickets and we had 52 link clicks from the videos created by NKTC and 1,453 link clicks from our social media posts.

LTAC funds helped us attend three off island wine focused events that we have never been able to attend in the past. We received great visibility to 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.

Taste Washington: We attended Taste Washington for the first time with support of LTAC funds and had great awareness for our Wine on the Rock events and BI. 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.

Kingston Wine Walk: This is the first time that BI wineries have attended this event and again had great visibility to many attendees from across the water. The event was held in downtown Kingston and featured wineries from across the state. 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 about 100 rack cards promoting 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.

The WABI website had not been updated in years and needed an overhaul. Because of LTAC funds, we were able to redesign our website to engage with a younger, newer audience and create a more robust, easy to navigate site promoting our events and other BI offerings. We're targeting a go live date for this new site of Oct 1 and will include new winery information, professional images, event info and links to local lodging and other local area weekend events making www.bainbridgewineries.com a one stop visit for planning an entire weekend getaway to Bainbridge Island. This is a huge step in elevating our wineries and Bainbridge Island!

4. If any projects previously funded through the Lodging Tax (Civic Improvement) Fund were not completed and/or if reports were not submitted to the City as requested, please explain:

LODGING/TOURISM FUND APPLICATION

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 cost.

- 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.
- c. **Schedule:** Provide a project timeline that identifies major milestones. **Timeline attached.**

The main objective of our project is to raise awareness of Bainbridge Island as a wine destination through 4 annual Wine on the Rock events as well as 5 off island events. The island is home to seven great and unique wineries that are worth the visit from Seattle and beyond. The economic impact of wine and wine grapes in Washington shows an increase of \$1.3 billion since 2009, or a compound growth rate of 8.5 percent per year, according to a recent study by Washington State Wine. The economic impact of the state's wine industry was \$4.8 billion in 2013, up from \$3.5 billion in 2009 and is continuing to increase at a rapid rate. We have seen what focused marketing efforts can do to capitalize on this economic growth for wine areas like Woodinville Wine Country and Wine Yakima Valley and would like to see the same kind of tourism and promotion for Bainbridge Island. These wine areas have close partnerships with the local chamber of commerce as well as local businesses and create regular special events and plan wine weekend itineraries for out of town visitors and WABI hopes to do the same. The chamber of commerce and downtown association have been great partners in promoting our 2017 Wine on the Rock events and we expect them to continue with this support.

We will achieve our project's objective primarily through our four 2018 Wine on the Rock weekend events: February 10 & 11, May 12 & 13, July 28 & 29, Nov 10, 11 & 12. All events will receive the marketing and PR support listed above plus distribution of flyers and brochures at Seattle hotels and increased social media promotion via ads on Facebook and Instagram. We would also like to partner with local restaurants and lodging locations to offer a special winemaker's dinner or happy hour the Friday before the Wine on the Rock event, encouraging an additional night stay for visitors coming for the weekend. Guests would receive a special wine tasting and food paring (or dinner) the night before the wine weekend starts.

To encourage a two night (or more) stay on Bainbridge Island, we'd like to partner with the Steamer Virginia V for a special winemaker's dinner the night before our November Wine on the Rock (Friday, November 9). This event will include a multi course dinner featuring Bainbridge Island wines paired with each course. The winemaker's will all be in attendance and this will be an exclusive ticketed event for those attending Wine on the Rock. Estimated cost for ship rental only is \$7K. Ticket sales would cover food and wine costs.

In addition to the four Wine on the Rock events, WABI would like to attend off island events to promote our wine destination and attendance for the Wine on the Rock weekends. We are starting to create visibility for our island as a wine destination and would like to continue the momentum by attending wine events again. These events include:

Taste Washington: March 24 & 25, 2018. This year is the 21st anniversary of the event and will have over 70K attendees from around the state and nearly 300 wineries and over 65 restaurants. The event takes place at Century Link Field and is one that WABI should attend. Other wine regions like Woodinville Wine Country, Wine Yakima Valley and the Olympic Peninsula Winery Association have a presence at this event, sharing their wine and promoting tourism with this targeted audience and Bainbridge wines need to be represented as well. Details include: 10x10 booth, pouring all seven island winery wines and promoting our Wine on the Rock events. We attended this event last year with support of LTAC funds and had great visibility for our wineries and BI. Total Taste Washington event cost estimated at \$1,700 and includes:

- o \$200 booth fee

- Give aways: \$1,000
- Wine costs: \$500

Gig Harbor Food & Wine Festival: Late July. Downtown Gig Harbor with over 600 attendees. There are no wineries in Gig Harbor and Bainbridge Island has the closest winery location. Gig Harbor is a target market for our wine consumer and close enough for a weekend getaway. This event provides visibility and promotes tourism. Total event costs are estimated at: \$400

- Event Fee: \$200
- Wine costs: \$200

Kitsap Wine Festival: August 11, 2018. Harborside Fountain Park, Bremerton with over 500 attendees. This is a local food, wine and music event attracting attendees from all over Kitsap County and beyond. There are no wineries in Bremerton and Bainbridge Island has the closest winery location. Anyone in Kitsap County is a target market for our wine consumer and close enough for a weekend getaway. This event provides visibility and promotes tourism. Total event costs are estimated at: \$200

- Event fee: \$200

Whaling Days: July 2018. This Old Town Silverdale festival benefiting local non-profits has been an annual summer event since 1974 and would target consumers in the surrounding Kitsap County area for a weekend visit to Bainbridge Island. Total event costs are estimated at: \$400

- Event Fee: \$200
- Wine costs: \$200

Kingston Wine Walk: Early June. Food, wine and music event in downtown Kingston. Event attracts over 800 attendees from Kingston, Edmonds and beyond. This event is a great way for Bainbridge Island to get exposure to visitors coming from north Seattle area and beyond. Total event costs are estimated at: \$50

- Event Fee: \$50

Marketing Consultant: In order to execute our marketing and event efforts, we need funding to bring on a part time marketing consultant. The consultant will be able to provide year-round support not only for these Wine on the Rock events and other community events, but also help with PR efforts, collaboration with other BI organizations, social media posting, etc. Part of the consultant's responsibilities would be to elevate Bainbridge Island as a wine destination and the wines of Bainbridge Island, it's critical to have a more professional, updated digital presence. There are over 2 billion active social media account users and WABI would like to capture their attention through increased Facebook presence via 4-5 posts per week and 2 boosted posts per month at \$10 each = reach of 5,000 targeted impressions. Establish an Instagram account with 4-5 posts per week and 2 boosted posts per month at \$10 each = reach of 5,000 targeted impressions.

Total funds needed to execute all items in this plan would be \$23, 100. Alternate levels of funding are also listed below.

- A. **\$22,670** is needed to achieve everything outlined in the application and provide the most economic impact to Bainbridge Island tourism. Details of these costs are outlined in the attached budget and include event costs, marketing consultant work and Facebook advertising.
 - a. **Marketing consultant: 20 hours a month = \$12K**
 - b. **Total Event Costs: \$2750**
 - c. **Facebook Advertising: \$10/month = \$120 + \$200 per WOTR event = \$800**
 - d. **Steamer Virginia V ship rental = \$7K**

- B. **\$14,820.** An alternate amount of \$14,820 could be used by forgoing attendance to the Gig Harbor Sip & Stroll, Kingston Wine Walk and Whaling Days as well as the winemaker's dinner on the Virginia V ship.
 - a. **Marketing consultant: 20 hours a month = \$12K**
 - b. **Total Event Costs: \$1900**
 - c. **Facebook Advertising: \$10/month = \$120 + \$200 per WOTR event = \$800**
- C. **\$10,820.** This amount would include a marketing consultant for 15 hours a month and only attending Taste WA and Kitsap Wine Festival as well as providing no give aways at Taste WA.
 - a. **Marketing consultant: 15 hours a month = \$9K**
 - b. **Total Event Costs: \$900**
 - c. **Facebook Advertising: \$10/month = \$120 + \$200 per WOTR event = \$800**

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 to Bainbridge Island from fifty miles or more one way from their place of residence, or travelling from another country or state outside of Washington State. If appropriate, compare/contrast this impact to actual or estimated number of tourists at your event/facility in 2016 and estimates for 2017.

As mentioned above, our first three 2017 Wine on the Rock events had 645 attendees. We could accommodate as many of 400 pre-event tickets for each of these 4 events. Our goal was to have 85% of attendees visiting from off island and we are at 83% for the first three events. With more targeted marketing efforts outside of Bainbridge Island, we think we can have as much as 85% of attendees visiting from off island again for 2018. With most people attending this event from out of town and drinking, the odds of them staying for one or more nights are high. Using our projected numbers, this would bring in an additional 1,360 new visitors to the island next year solely for Wine on the Rock events. With additional focus on attending outside events like Taste Washington, Gig Harbor Food and Wine Festival, Kingston Wine Walk, Whaling Days and Kitsap Wine Festival, we would conservatively estimate if 2% of attendees at these events visited the Island, we could bring in several hundred additional visitors for overnight stays next year. Visitors may also see Bainbridge Island as part of our marketing efforts and visit the island for attractions other than wine, which we can't measure.

- 3. 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 lodging establishments in 2018 because of proposed activities. Please include the basis for any estimates.

With Wine on the Rock events happening over two days, spread across seven wineries, most of the attendees visiting from out of the area would need overnight accommodations for at least one night. If we added an additional event the night before the wine tasting weekend (like a wine dinner), attendees would be more likely to come for a two-night stay. If only 50% of those who purchased a ticket to the Wine on the Rock event stayed overnight (this will likely be higher since 85% of attendees will be coming from off island), that would be an additional 800 people staying overnight. This would further increase our need to partner with other Kitsap county lodging to support the amount of overnight lodging needed for these attendees.

- 4. 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).

If those 800-people stayed overnight (2 guests per room) at an average of \$150/night for only one night, the Wine on the Rock events would bring an additional \$60K in revenue for Bainbridge Island or Kitsap lodging. The number would increase to \$120K if attendees stayed two nights.

[Dean Runyan Associates](#) estimates that for every \$1 spent by guests on accommodations, another \$5-8 is spent at local shops, restaurants and attractions. **On the low end, we can estimate that visitors would spend about \$600K annually on Bainbridge Island because of our Wine on the Rock events.**

Wine production supports tourism. Total consumption of wine and wine consumption per capita are at all-time highs in the United States, and a recent Gallup poll indicates that Americans' alcoholic beverage preference is shifting from beer to wine and liquor. Washington's wine industry is an important attractor of tourists. As the state's wine offerings increase in popularity, its wineries become more attractive tourist destinations. In 2014, an estimated 808,000 tourists visited wineries in Washington State, including 2.1 million winery visits. Total spending by wine tourists reached an estimated \$193.1 million in 2014! * Bainbridge Island needs to further capitalize on this growth!

5. 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.

Three of our four Wine on the Rock events happen in the off season. If these events attracted 400 attendees each, we would expect about 1200 attendees total in the off-season. If 50% of those stayed overnight (2 guests per room) at an average of \$150/night for one night, we would expect Wine on the Rock to bring in an additional \$45K in revenue for Bainbridge Island or Kitsap lodging. This number would increase to \$90K if those attendees stayed two nights.

6. The applicants' demonstrated history of organizational and project success.

As outlined above, we have had one year of organized Wine on the Rock event with huge success measured in attendance, off island visitors, marketing impressions and public relations post event. Leading the efforts for these events is a marketing professional with over 15 years of corporate marketing and event planning experience. She has worked with WABI since April 2016 and has already done a significant amount to increase awareness of Bainbridge Island and the wineries. She has Master's degree in business as well as a wine fundamentals certification from the International Sommelier Guild. This consultant has volunteered her time to help with WABI marketing (payment received in 20% of event ticket sales) and event support and we would like to be able to utilize her in a more permanent, part time capacity for our 2018 efforts.

7. 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.

To continue to build on the success of 2017 Wine on the Rock events and further partner with BILA, those member properties will offer guests who attend the Wine on the Rock event and stay at their property a free bottle of local wine. We'd also like to work on a winemaker's reception at a lodging establishment or restaurant the Friday before the events. We will invite all lodging providers on the island as well as sell tickets for those who are interested in a pre-Wine on the Rock event. Additionally, we have contacted The Manor House about the possibility of a wine maker's dinner before one or two events. We are also partnering with Visit Kitsap on event promotion (outlined above).

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

Our Wine on the Rock event goals can be easily measured by ticket sales. We can also measure the number of overnight stays by providing attendees with a special promo code when booking accommodations. Any other events, like a wine maker dinner can also be measured by tickets sold and attendees. Other event results (like Taste Washington) can be tracked through the brochures given out at the events. We will add a promo code on the cards for anyone purchasing tickets from those events to use when registering.

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

Visit Kitsap Peninsula (VKP) has already been a great partner with WABI supporting our first Wine on the Rock event with VKP funds for social media posting which received tremendous results. Visit Kitsap Peninsula will give \$3,500 in matching paid and in-kind media and promotional support, which includes pro-bono membership for all the wineries. This includes all the marketing that the VKP is already doing for WABI about digital marketing; eNewsletters, event promotion, etc. We are also planning a co-op marketing effort with Wine on the Rock events and lodging packages, including buying Facebook posts.

North Kitsap Tourism Coalition was a great partner in promoting our 2017 Wine on the Rock events through video creation and social media and is again looking to provide support for these events in 2018.

BI Lodging association has a special events tab on their website and will promote our Wine on the Rock events as well as help in planning, executing and hosting Friday night winemaker's dinners the night before Wine on the Rock events at partner lodging locations.

LODGING/TOURISM FUND APPLICATION Supporting Documentation

1. Provide copies of your organization's 2016 income/expense summary and 2017 budget.
2. Provide an estimate of 2017 revenue and expenses.
3. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.

In addition, I'm providing alternate levels of funding if needed:

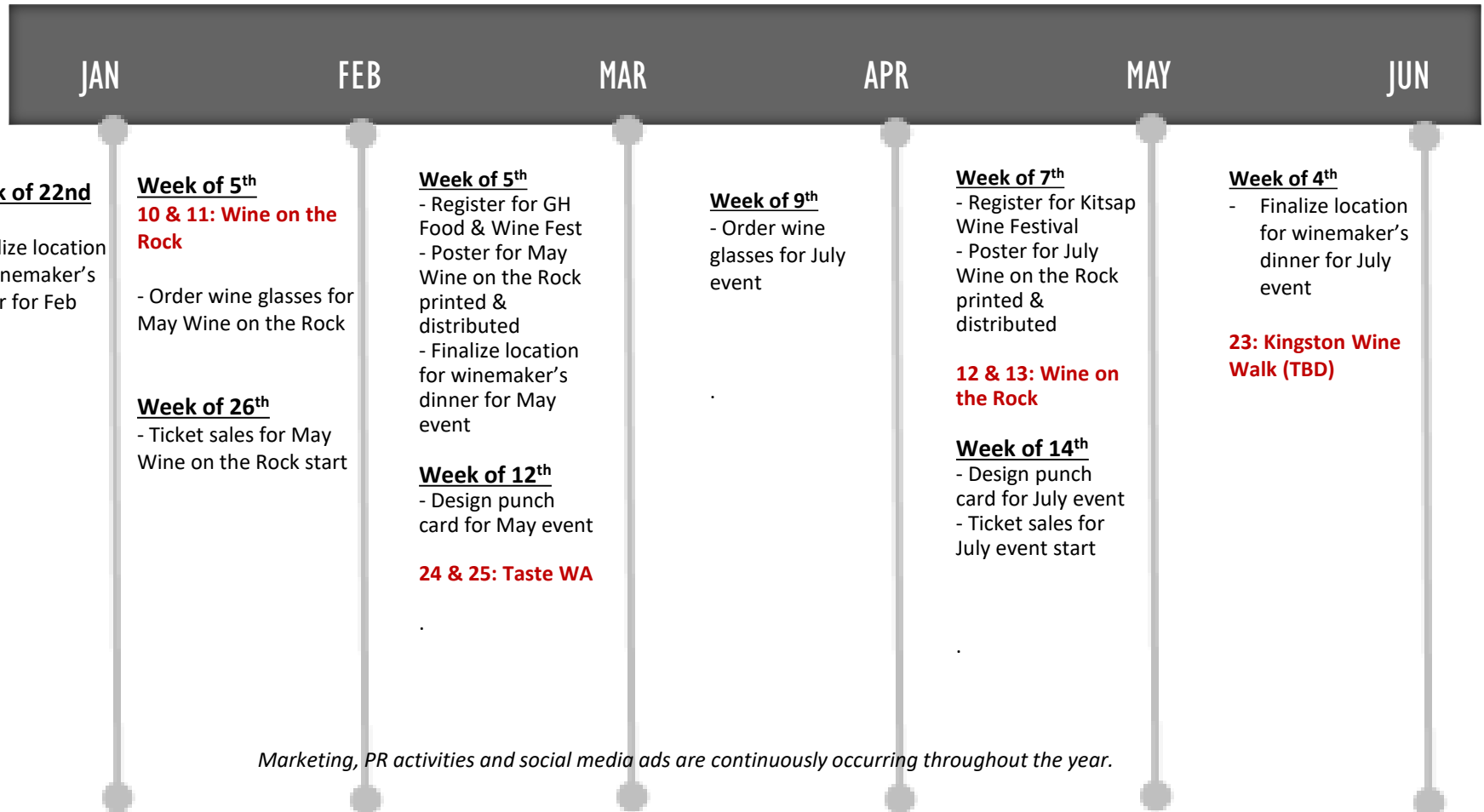
- D. **\$23,100.** \$23,100 is needed to achieve everything outlined in the application and provide the most economic impact to Bainbridge Island tourism. Details of these costs are outlined in the attached 2017 budget and include at a high level, event costs, marketing consultant work and Facebook advertising.
 - a. **Marketing consultant: 20 hours a month = \$12K**
 - b. **Total Event Costs: \$3300**
 - c. **Facebook Advertising: \$10/month = \$120 + \$200 per WOTR event = \$800**
 - d. **Steamer Virginia V ship rental = \$7K**
- E. **\$14,820.** An alternate amount of \$14,820 could be used by forgoing attendance to the Gig Harbor Sip & Stroll, Kingston Wine Walk and Whaling Days as well as reducing WOTR event advertising and not having a winemaker's dinner on the Virginia V ship.
 - a. **Marketing consultant: 20 hours a month = \$12K**
 - b. **Total Event Costs: \$2100**
 - c. **Facebook Advertising: \$10/month = \$120 + \$150 per WOTR event = \$600**
- F. **\$10,820.** This amount would include a marketing consultant for 15 hours a month and only attending Taste WA and Kitsap Wine Festival as well as providing no give aways at Taste WA.
 - a. **Marketing consultant: 15 hours a month = \$9K**
 - b. **Total Event Costs: \$1100**
 - c. **Facebook Advertising: \$10/month = \$120 + \$150 per WOTR event = \$600**

4. Provide copies of your organization's 2015 income/expense summary and 2016 budget.
5. Provide an estimate of 2016 revenue and expenses.
6. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.

* <http://trade.washingtonwine.org/documents/tags/research>



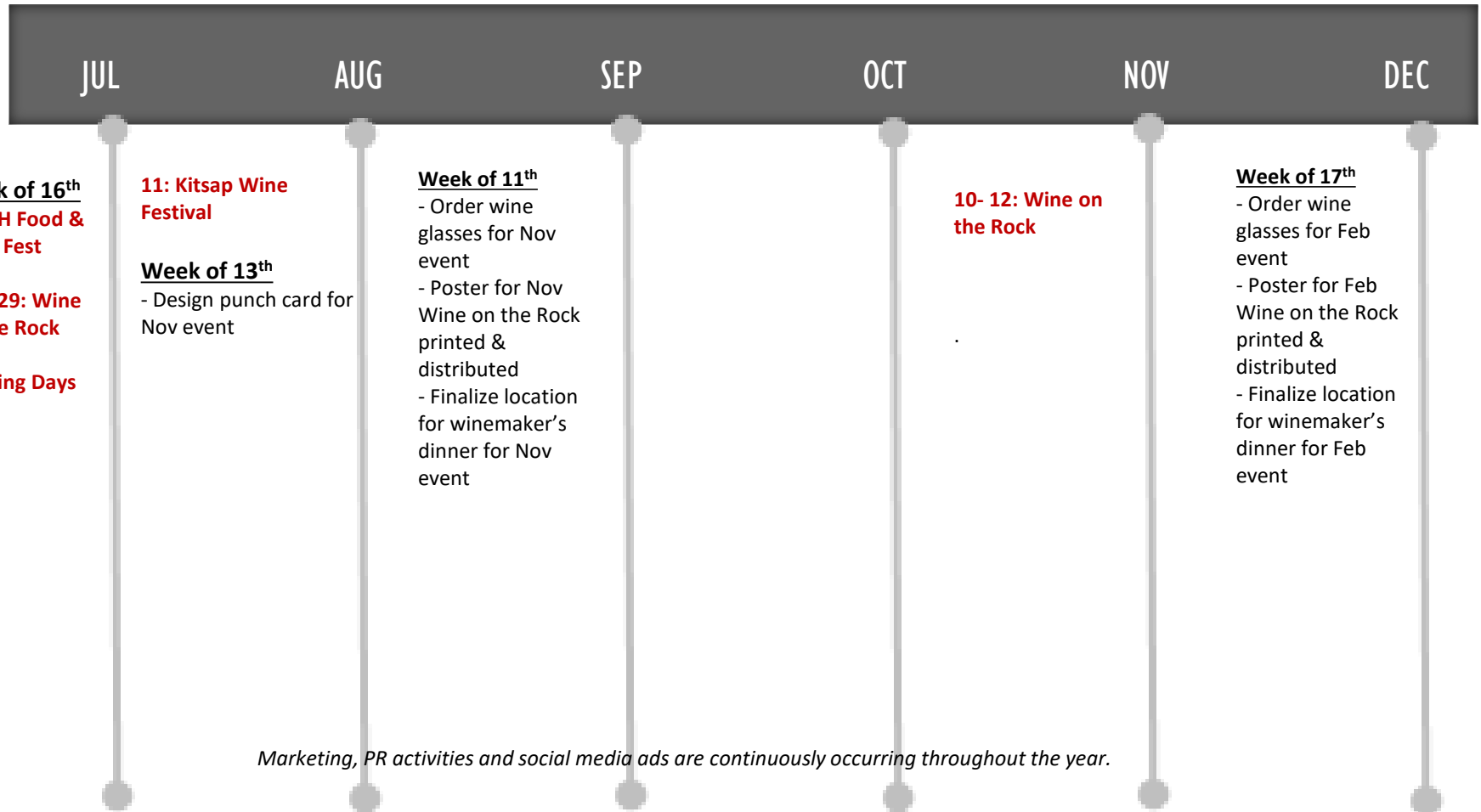
2018 Winery Alliance of Bainbridge Island: Winery Tourism Events Project Timeline



Note: PR, Marketing activities & FB/Instagram ads happening weekly all year long to promote events



2018 Winery Alliance of Bainbridge Island: Winery Tourism Events Project Timeline



Note: PR, Marketing activities & FB/Instagram ads happening weekly all year long to promote events

Winery Alliance of Bainbridge Island Profit & Loss

January through December 2016

Jan - Dec 16

Ordinary Income/Expense	
Income	
Other Types of Income	
Promotional Events	15,516.37
Total Other Types of Income	<u>15,516.37</u>
Program Income	
Member Assessments	874.98
Membership Dues	3,120.00
Total Program Income	<u>3,994.98</u>
Total Income	19,511.35
Expense	
Business Expenses	25.00
Operations	192.00
Other Types of Expenses	
Advertising Expenses	10,021.24
Promotional Events	6,559.07
Total Other Types of Expenses	<u>16,580.31</u>
Travel and Meetings	30.00
Total Expense	<u>16,827.31</u>
Net Ordinary Income	2,684.04
Other Income/Expense	
Other Expense	
Revenue Share Distributions	4,281.78
Total Other Expense	<u>4,281.78</u>
Net Other Income	<u>-4,281.78</u>
Net Income	<u><u>-1,597.74</u></u>

Winery Alliance of Bainbridge Island
Profit & Loss

January through August 2017

Jan - Aug 17

Ordinary Income/Expense	
Income	
Government Grants	2,009.94
Other Types of Income	
Promotional Events	30,215.59
Total Other Types of Income	<u>30,215.59</u>
Program Income	
Member Assessments	875.00
Membership Dues	2,440.00
Total Program Income	<u>3,315.00</u>
Total Income	35,540.53
Expense	
Business Expenses	10.00
Contract Services	200.00
Operations	201.29
Other Types of Expenses	
Advertising Expenses	3,344.40
Memberships and Dues	990.00
Other Costs	45.00
Promotional Events	10,770.83
Total Other Types of Expenses	<u>15,150.23</u>
Total Expense	<u>15,561.52</u>
Net Ordinary Income	19,979.01
Other Income/Expense	
Other Expense	
Revenue Share Distributions	4,515.37
Total Other Expense	<u>4,515.37</u>
Net Other Income	-4,515.37
Net Income	<u><u>15,463.64</u></u>

WABI Budget 2017

Income

Event ticket sales	\$	30,000.00
Dues	\$	3,920.00
LTAC Grant	\$	6,000.00
Total Income	\$	33,920.00

Expenses

Advertising	\$	2,756.00
Marketing	\$	2,500.00
LTAC programs	\$	6,000.00
Contract Labor	\$	3,000.00
Memberships	\$	495.00
Event Expenses	\$	5,448.00
Event Management	\$	4,910.40
Revenue reimbursement	\$	8,810.60
Total Expenses	\$	33,920.00

Net Income 0.00



September 12, 2017

Bainbridge Island Lodging Association
Post Office Box 10895
Bainbridge Island, WA 98110

Dear LTAC Committee members,

The Bainbridge Island Lodging Association would like to offer our enthusiastic support for the Winery Alliance of Bainbridge Island (WABI) and for their request for funding through the City Improvement Fund.

The Winery Alliance and BILA have partnered in cross promotion and event collaboration. We look forward to and value these opportunities. The Bainbridge Island Lodging Association is committed to offering their event participants a special welcome for wine weekends. We will also provide a direct link on our website to their event page and website. We have been partnering and providing lodging packages for the wine on the rock weekend events. We look forward to expanding this and adding in wine makers dinners and receptions.

We are impressed by the new WABI collaboration and the events they have put together thus far. The Wine on the Rock weekends have been very successful! We look forward to a close partnership that will allow us to package wine tours and lodging to entice more out of town guests. We recognize that having events and partners like WABI allow us to bring more visitors to the island. Lodging will be an important aspect to insuring these valued visitors have a positive island experience.

We look forward to supporting WABI in their future events and endeavors and understand the importance of working together with other island organizations to increase tourism and put a special touch on visitor experiences.

Sincerely,

Sincerely,

Kelly Gurza
Marketing Coordinator

Bainbridge Island Lodging Association
BainbridgeLodging.com DestinationBainbridge.com

September 11th, 2017

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 Wine on the Rock Series hosted by the Winery Alliance of Bainbridge Island. The quarterly event series brings different locations and wineries of Bainbridge Island together and creates a great opportunity for visitors to see and experience all of Bainbridge Island. Tourism studies show that most tourism money is spent at ancillary places surrounding an event, which makes the Wine on the Rock Series a formidable boost to economic development. Since each quarterly event is a multiple day event, Wine on the Rock is an excellent opportunity for overnight stays.

The North Kitsap Tourism Coalition focuses on helping new and existing events by working with event organizers, promoting the events to a rapidly growing audience online, and promotes overnight stays with local lodging establishments. Some of the criteria that the NKTC uses to determine which events to focus on are:

- Shoulder Season Events
- Enough activities to warrant multiple-day visitors
- Events that are most likely to bring visitors from outside Kitsap County, making a higher likelihood of overnight stays
- Events that are focused on the North Kitsap experience and play to the identity of each community

We believe the Wine on the Rock Series hits all the criteria for an event that is most likely to bring visitors from outside of Kitsap County, and because the event is quarterly, it provides shoulder season tourism when we all need it the most, during the fall/winter months.

The North Kitsap Tourism Coalition strongly supports the Wine on the Rock event series and are excited to continue to grow our partnership. We are pleased to have another avenue to market Bainbridge Island. Growing this event series will be a benefit to economic development and overnight lodging stays on Bainbridge Island. Thank you for your consideration.

Pete Orbea



President

North Kitsap Tourism Coalition



NORTH KITSAP
PENINSULA

Washington's Sanctuary Shore

Visit Kitsap Peninsula

the Natural Side of Puget Sound

September 15, 2017

To: Members of the 2017 Bainbridge Island Lodging Tax Advisory Committee

Re: Winery Alliance of Bainbridge Island (WABI)

Dear Bainbridge Island Lodging Tax Advisory Committee Members:

Visit Kitsap Peninsula (VKP) appreciates the contribution that Bainbridge Island makes to Kitsap County's growing and successful tourism sector and diversification of the region's economy. We welcome the opportunity to partner with the Wine Alliance of Bainbridge Island (WABI) and its membership in 2018 to showcase Bainbridge Island's wines, wineries, estate vineyards, tasting rooms and wine events that attract day and overnight visitors to Bainbridge Island and the entire Kitsap Peninsula region.

As part of this partnership, Visit Kitsap Peninsula will contribute \$1,500 in combined cash and in-kind matching funds to WABI to participate in co-op regionwide tourism marketing programs. The VKP is a long-time supporter of the WABI and its members and believe there is significant untapped promotional opportunities that may be achieved through collaboration and providing WABI access to the VKP's extensive year-round promotional programs and resources. We are confident this partnership will result in shared economic and marketing benefits for wineries, vineyards and lodging establishments on Bainbridge Island and the Kitsap Peninsula region.

The VKP encourages the lodging tax committee to approve the WABI application for 2017 and take advantage of the \$1,500 in matching marketing funds offered by Visit Kitsap Peninsula to support Bainbridge Island's 2018 tourism goals.



Patricia Graf-Hoke

Director, Visit Kitsap Peninsula

cc: VKP Board of Directors

800-373-0580 - info@visitkitsap.com - 9235 Bayshore Dr. NW, Suite 101, Silverdale, WA 983838 - www.VisitKitsap.com

Official Destination Marketing Organization & Website for the Kitsap Peninsula Region.