

Winery Alliance of Bainbridge Island Wine on the Rock/LTAC Final Report for 2017

The Winery Alliance of Bainbridge Island was extremely grateful and excited to receive \$6k in LTAC funds to support the awareness and growth of Bainbridge Island's seven wineries primarily through four Wine on the Rock (WOTR) events. Each of these WOTR events was held over two weekend days, 12-5pm each day, and were a resounding success in 2017. This success can be measured by the below results:

- 726 event attendees
 - o February 11 & 12: 172
 - o April 22 & 23: 177
 - o July 22 & 23: 224
 - o Nov 11 & 12: 176
- 81% of event tickets were sold to those who live outside of Bainbridge Island
- 17% came from out of state
- 23% came from 50+ miles away
- 19% were from on island

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

- Facebook Ads: 2 ads per event targeted at those in Seattle and beyond with wine purchasing behaviors or interests.
 - o 180K impressions
- Washington State Wine
 - o Each event posted event on website
 - o Two newsletters emailed to 2700 with a 20% open rate (1,080 impressions)
 - o 3 posts on Twitter w/ 14K followers
- Visit Kitsap Peninsula
 - o Posted each event on website
 - o Facebook post per event with over w/ 7,500 followers
 - o Boosted Facebook post - thousands more impressions
 - o eNewsletter w/ 13K subscribers
- North Kitsap Tourism Coalition
 - o Created 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
 - o Targeted emails
 - o Multiple Facebook posts
 - o Dedicated blog per event
- Localwineevents.com & The Juice email list
 - o Weekly emails the month before the event to over 12K on email list
- Washington Tasting Room Magazine
 - o Online article – website has 5K unique monthly views
 - o Events published in magazine – readership of 50K
 - o Social media postings w/ 5K FB followers

- The Seattle Wine Examiner
 - o Online article on website
 - o Social media & Facebook wine group posting – 150+ followers & group members
- Kitsap Sun/Herald
 - o Article published in Kitsap Weekly for two events
 - o Each event posted on website
- Bainbridge Island Review
 - o Each event posted on website
- BI Chamber of Commerce
 - o Each event posted on website
 - o eNewsletter to 12K subscribers (sent for two events)
 - o Social media posts regarding events – 1,100 followers
- www.winesnorthwest.com
 - o Event posted on website
- Winery Promotion
 - o 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
 - o Sean Sullivan – WA Wine Report
 - o Eric LeClaire – Seattle Uncorked & Esquin Wine Merchants
 - o Andy Perdue – Great NW Wine
 - o Christopher Chan – Seattle Wine Awards
 - o Owen Bargreen – WA Wine Blog
 - o Mary Earl – Kitsap Sun Freelance Writer
 - o Sara Schneider – Sunset Magazine
- Posters for each event displayed at
 - o Each winery and tasting room
 - o Chamber of Commerce
 - o Docs
 - o Blackbird Bakery (3x)
 - o Bulletin board on Madrone Ln
 - o Cups
 - o T&C
 - o Lynnwood Center – various businesses

Post event media exposure included:

- Article in Fall edition of West Sound Home and Garden Magazine
- Tour of BI wineries for WA State Wine team resulting in multiple opportunities for BI and the wineries
- Tour of BI wineries for Seattle based freelance wine and food writer, Julie Arnan – regular contributor to Bellevue based 425 Magazine

The LTAC funding opened the door for us to build great and lasting relationships with other local organizations.

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

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

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

We also had our first winemaker’s event the Friday before our November WOTR event. This event was held from 6-8pm on Friday, November 10 at the Eagle Harbor Inn. WABI had four winemakers – Amelia Wynn, Eagle Harbor, Eleven and Fletcher Bay Winery pouring two of their wines at two different townhouses at the Inn along with appetizers provided by the lodging association. The event was intended to attract those coming for WOTR to stay an extra night. This first event was complementary, and we had about 60 people attend, mostly from Bainbridge Island. The event was posted on Facebook and opened to the first 40 to respond. In the future, we’ll sell tickets for this event through our WOTR ticketing site to encourage those who are attending WOTR to attend this event. An email was sent to all those on the WABI mailing list notifying them about this event, but in the future, we’ll only email those who have already purchased a WOTR ticket and are attending from off island.

The first winemaker’s reception was a great trail and we learned a lot about how to attract the right guests. The lodging members did invite those staying that night to attend and we had several people who attended that night purchase WOTR tickets that next morning and attend for the weekend. The BI Lodging Association has been a great partner and we look forward to continuing our WOTR weekend cross promotion efforts and enhancing our Friday night winemaker’s events.

For the April 22 & 23 event, we had two redemptions on the lodging discount code for a free ticket.

Visit Kitsap Peninsula was another great partner offering \$3,500 matching paid in kind and media support. Each of our events was posted on their website, included in their email newsletter, posted on social media and in addition they paid to boost each event post.

The BI Downtown Association's Development Director has done a fantastic job of raising visibility of Bainbridge Island and has included many wineries in visits from Seattle concierge groups and Visit Seattle. We were able to participate in a Visit Seattle event and pour some of our local wines, which was a great opportunity and we look forward to seeing increased traffic and WOTR weekend referrals from the Seattle area as a result. They have also promoted our events via social media.

The BI Chamber of Commerce were also of some support including our events in a couple of social media posts. We had discussions about the wineries pouring at a Summer event, Battle of the Bands, which never came to fruition. The chamber displayed our event posters and brochures. We would like to see a stronger partnership develop between WABI and the Chamber considering all but one winery is a member of the chamber.

Additional Events

LTAC funds helped us attend three off island wine focused events 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: March 25 & 26. 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. 65K attended the total event (multiple days) and we distributed over 1000 rack cards advertising our events and included a discount code to attend the June WOTR event. Zero discount code redemptions. This was a great event that targeted those who are interested in wine and were visiting from all over the US. While we didn't have any specific discount code redemptions, this is an event we'd like to attend again. Every major WA state winery or regional association was present and represented.

Kingston Wine Walk: June 3. This was the first time that BI wineries had 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. 400 people attended the event and we distributed about 100 rack cards with a discount code to attend the July WOTR event. Zero discount code redemptions. While this was a good event, we didn't get the return we were looking for. Our table was located in the beer garden and many attendees were more interested in the beer or just drinking instead of hearing about our wines or BI.

Kitsap Wine Festival: Aug 12. 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. 500 people attended the event and we distributed close to 200 rack cards with a discount code to attend the Nov WOTR event. Zero discount code redemptions. This event attracted a more serious wine and wine event consumer and almost everyone we spoke with was excited about WOTR events. While we didn't

have any redemption codes from this particular event, we would like to do this event again and feel like it's the right target and the right location to promote our wines.

While we had zero discount code redemptions for these events, I still think that offering the discount code and distributing these brochures at local events helps with island visits and winery visibility. The discount code at each event was specific to the next event which could have been limiting, but many wine lovers saw our wine events and may purchase tickets to a future event (which we can't track).

Website

We were also able to completely re-design our website which had not been updated in many years. The new design is modern, mobile optimized and represents the wineries and other island organizations including the BI Lodging Association. Visitors have come to the island because of searching for wineries in the Seattle area and seeing our website. We also have the ability to post our WOTR events and sell tickets directly on our website. We also have a robust events section where wineries can add different events that they'd like to promote. This new website makes us look professional and represents our wineries and island to a newer, younger demographic than the old website could. Check it out at www.bainbridgewineries.com

The remaining grant dollars went to create materials for these events to help elevate our wineries into a more professional space. We designed shirts, a table runner, new rack cards and a booth backdrop. These materials have been used all year long at events and we'll be able to use them in future years as well.

None of this work would have gotten done without our marketing consultant which did most of this work for free. She was able to build relationships with key media influencers and the WA State Wine Commission which has already proven to open many doors for wine opportunities on Bainbridge Island. The LTAC funds have allowed WABI to do and create things that would have never been possible before. We are so excited to see the collaboration with the wineries as well as local organization and look forward to continuing this momentum to make 2018 an even better year for attracting tourists to Bainbridge Island.