

REPORT ON EXECUTION OF SERVICES Bainbridge Arts & Crafts 2017 LTAC Grant

- Summarize the activities undertaken in providing the scope of work described in Attachment A.

In 2017, Bainbridge Arts & Crafts was awarded \$3,000 to purchase 12 months of video screen advertising on the Washington State Ferries. Using our LTAC grant, we advertised 19 different exhibitions to Bainbridge residents, commuters, and visitors via this outlet.

- Reference the project objectives specified in Attachment A. Were those objectives achieved? Why or why not? Were there any unexpected positive outcomes or challenges?

We fulfilled our main project objective, which was to promote tourism on Bainbridge Island by building awareness of our island's thriving arts scene among ferry passengers who made Bainbridge Island a destination. We have long considered the ferry video screens to be an excellent value and an effective means for getting the word out to visitors. Washington State Department of Transportation provides advertising opportunities on video screens of all of the WSF vessels and terminals. The WSFS is the largest marine transportation system in the United States, and the largest vehicle ferry system in the world, with more than 25 million passengers traveling through the ferry system each year. As per our project objectives, each month we designed and produced a 12-second ferry ad that was projected on 16 screens once every 15-minutes for 20 hours each day, adding up to 38,400 spots per month.

- Reference the specific measurable results specified in Attachment A. Were they achieved? If not, what challenges prevented the achievement of the anticipated results?

BAC measures the effectiveness of our advertising in a variety of ways: attendance, sales, number of items shipped to out-of-state residents, and anecdotal reports. In 2017, we had 39,000 visitors to our special exhibitions, on par with our average visitor count for the last five years. Numerous out-of-town visitors reported that they viewed our ads on the Washington State Ferries. We shipped 223 works of art to 31 states and one foreign country, England. Our exhibition sales were off budget, but given the steadiness of preceding factors, we still view our off-island advertising efforts, and your grant dollars, as an extremely worthwhile investment.

- Describe involvement of any partners specified in Attachment A, as well as any unexpected cooperative relationships that developed through implementation of the project.

BAC had no partners in this project unless you wish to count the Trans4Media group, who was hired by the Washington State Department of Transportation to provide advertising opportunities on all of the WSF vessels and terminals. As always, they were extremely helpful.

- Reference the project budget specified in the Attachment A. Provide an analysis of actual expenses and income in relation to the projected budget.

LTAC grant amount	\$3,000
Actual expenses for 12 ferry ads	\$3,000
Expenses invoiced to LTAC	\$3,000

- Provide a good faith best-estimate of actual attendance generated by the scope of work in the three categories below:
 - a. Travelers staying overnight in paid accommodations away from their place of residence or business;
 - b. Travelers staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles;
 - c. Travelers for the day only and traveling more than 50 miles.

Please see the attached JLARC report.

- Describe the methodologies used to arrive at the good faith estimate of actual attendance numbers described above.

To measure success of our off-island advertising programs, Bainbridge Arts & Crafts keeps a daily count of those who visit our special exhibitions and related events. We also track exhibition sales and number of items shipped off-island.

To estimate 2017 overnight stays that occurred as a result of our advertising program, we collected anecdotal information and also reviewed our calendar year of exhibitions and events to arrive at a best-guess, good-faith estimate of the number of artists and their friends and families who traveled from elsewhere to Bainbridge specifically for these exhibitions and events and subsequently stayed overnight.

Evaluating and tallying likely stays and visits for each month's events and activities in this way brought us to the totals listed in the JLARC reporting form.