2015 LTAC REPORT
Bloedel Reserve

Summarize the activities undertaken in providing the work described in Attachment A:
LTAC funds helped Bloedel Reserve create, print and distribute an 8-panel brochure highlighting Bloedel as a year-round tourist destination. The brochure listed seasonal highlights (for year-round visits) and also dedicated one panel to things to do while visiting Bainbridge Island. The 75,000 brochures were distributed to tourist locations throughout Puget Sound, including Washington State Ferries, Seattle hotels and Sea-Tac Airport.

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

1. Bloedel Reserve will develop an updated brand identity that recognizes its heritage, embraces the community, represents the changes made over the last five years and introduces the property to new audiences. This objective was **achieved.**

   Bloedel's new logo was unveiled in Spring 2015 and reflects the changing seasons and landscapes and presents a fresh look for Bloedel. With the new logo came an overhaul of marketing materials including brochures, maps, membership materials, business materials, signage and updated advertising. The website is still under the process of being revamped.

2. Expand reach to regional, national and international tourist markets not touched through current vehicles. This objective was **achieved**.
   a. The updated (with new logo and feel) 8-panel brochure had a wider distribution over the 2014 brochure. Thanks to LTAC funding, Bloedel was able to add Sea-Tac Airport into the mix of distribution sites.
   b. According to Certified Folder (brochure distribution company), Bloedel's brochure is picked up at a rate of around 10,000 brochures a month.
   c. In order to track the effectiveness of the brochure, a $2-off coupon (valid for two adults per party), was included in the brochure. Through December 31, 2015, the coupon was redeemed by 550 people.

3. Use Bloedel as an attraction to draw people to Bainbridge Island for a full-day experience. This objective was **achieved.**

   One panel of the brochure was dedicated to various Bainbridge-attractions such as shopping and dining. We highlighted restaurants and provided a link for lodging information and suggested visitors "Linger Longer" on Bainbridge Island. After visitors walk around Bloedel, the Gate House Staff (admissions) say the number one question they receive is, "Where should we eat?" Staff members offer up many local recommendations.

4. Promote Bloedel Reserve and Bainbridge as a destination in all four seasons. This objective was **achieved.**

   The brochure highlighted activities such as spring's Poetry Month, summer's Bard at Bloedel (with Bainbridge Performing Arts), fall's Super Squash Scavenger Hunt, winter's Holiday Village.

5. Build closer business partnerships with Bainbridge Island restaurants and businesses and encourage visitors to experience more of Bainbridge Island, beyond downtown. This objective was **partially achieved.**
   a. Develop discount programs, packages and cross promotional opportunities. This objective was **partially achieved**. The brochure called out specific restaurants which offered a wide-variety of offerings and price ranges. Moving forward with our new website, we wish to design a page dedicated on what else to do on Bainbridge (where to dine, shop and extra activities).
   b. Continue promoting the use of BI Ride for transportation to the Reserve. This objective was **achieved**. Under the section "Getting Here", we listed how to take BI Ride. BI Ride is a tremendously popular option and many guests arrive at the Gate via the bus. According to Kitsap Transit, **2510 people rode BI Ride from the ferry terminal to Bloedel Reserve.**

Describe involvement of any partners specified in Attachment A, as well as any unexpected cooperative relationships that developed through implementation of the project.
Answered above in 5 a & b

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

1. The expense for printing and distributing the 2015 brochure was $13,298.24
2. We know from Certified Folder that our brochure has a pickup rate of 10,000 per month
3. 550 coupons redemptions = $7150 (at a discounted rate of $13)
4. According to industry standards, brochures and direct mail have a response rate of 1.5%, which means Bloedel had a potential response of 1050 brochures (70,000 brochures x 0.015)
5. The average size of a party is two, so 2 x 1050 brochures = 2100 visitors. Subtracting the known coupon redemption of 550, the number of people who came to Bloedel through the brochure (but neglected to redeem the coupon) is 1550 and 1550 visitors at full price ($15) equals $23,250 in admission sales.

Provide a good faith best-estimate of actual attendance generated by the Proposal in the three categories:

1. Travelers staying overnight in paid accommodations away from their place of residence or business =210: (2100 x 0.5 x 0.5 x 0.4)
2. Travelers staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles =315 :(2100 x 0.5 x 0.5 x 0.6)
3. Travelers for the day only and traveling more than 50 miles= 1050 ;(2100 x 0.5)

Describe the methodologies used to arrive at the good faith estimate of actual attendance numbers described above.
The equation used to calculate good faith estimate of actual attendance was based on the total estimated number of guests that visited as a result of the brochure (2100 - calculated using industry standard pickup rates), multiplied by the proportion of guests traveling from local region (50%) vs. Washington State / greater USA* (50%), multiplied by the probability that they would stay overnight (50% estimated), multiplied by the probability that they would stay in unpaid vs. paid accommodations (60%-40% estimated).
*According to data from our sign-in sheet, 67% of people who sign-in, are from distances of 200 miles or more. However, we realize that out-of-area visitors are more likely to sign such a book, so we estimate that the split is more 50-50%. In 2015, we had 48,874 visitors. If half of them are from out of the region, it's a good estimate that 24,437 people visited from out of the area.

JLARC Municipality Reporting - *Bainbridge Island*

Add Activity

Activity

Activity Name:
Destination Marketing at Blo

Organization:
Bloedel Reserve

Activity Type:
Marketing

Activity Date:

Start Date:	End Date:
6/30/15	12/31/15

Funds

Requested:
$ 25,052

Awarded:
$ 15,526

Total Cost of Activity:
$ 13298.24

Attendee Estimates

	Projected	Actual	Methodology	
Overall Attendance:	349	550	Direct Count	Number of cou
Attendees who traveled 50 miles or more to attend:				
Total:	1050	1050	Structured Estimate	see attached r
Attendees who stayed overnight:	525	525	Structured Estimate	see attached r
Of total, attendees who traveled from another state or country:				
Paid accommodations:	210	210	Structured Estimate	see attached r
Unpaid accommodations:	315	315	Structured Estimate	see attached r
Paid Lodging nights:				
	315	315	Structured Estimate	Estimating that

Activity Notes:

Copyright © 2015 Joint Legislative Audit and Review Committee (JLARC).
All rights reserved.

Frequently Asked Questions
Main Menu | Account | Log out

2015 JLARC Reporting Definitions

Activity Type:

- Event/Festival: Short-term activity occurring between specific dates (e.g., 4th of July celebration, local marathon)
- Facility: Municipally-owned facility that operates some or all of the year (e.g., county historical museum, convention center)
- Marketing: Activity that provides information to encourage visitors to an area; is typically a year-round activity but may also operate for less than a full year.

Overall Attendance:

- Total projected and estimated actual attendance recorded for event, facility or resulting from marketing activity

Projected:

- Persons expected to participate in event/festival or visiting a facility. For marketing activity, enter the number of persons expected to visit area as result of marketing activity.

Actual:

- Persons estimated to have actually participated in event/festival or visiting a facility. For marketing activity, enter the number of persons estimated to have actually visited area as result of marketing activity.

Methodology:

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- Representative Survey: Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the

square footage of the event area by the international building code allowance for persons (3 square feet).

- Other: (please describe)

Total:

- Total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility. For marketing organizations, report visitors traveling more than 50 miles to visit area

Out of State/Country Total:

- Of the total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility or visit area, report projected and estimated actual number of visitors who traveled from another state or country.

Paid Accommodations:

- Total projected and estimated actual number of visitors staying in paid lodging establishments such as hotels, motels, bed and breakfasts, etc.

Unpaid Accommodations:

- Total projected and estimated actual number of visitors staying in unpaid accommodations such as family and friends.

Paid Lodging Nights:

- Total projected and estimated actual number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night

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

Project Name: Destination Tourism Marketing at Bloedel Reserve

Name of Applicant Organization: Bloedel Reserve

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

501(c)(3), 91-6182786

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

1974, 601130563

Primary Contact: Sue Andresen, Director of Philanthropy

Mailing Address: 7571 NE Dolphin Dr. Bainbridge Island, WA 98110

Email(s): sandresen@bloedelreserve.org

Day phone: (206)842-7631 x 12 Cell phone: (206)313-0167

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*

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

LODGING/TOURISM FUND APPLICATION
NARRATIVE GUIDE

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 mission of the Bloedel Reserve is: To enrich people's lives through a premier public garden of natural and designed Pacific Northwest landscapes.

   The Reserve's 150 acres are a unique blend of natural woodlands and beautifully landscaped gardens, including a Japanese Garden, a Moss Garden, and Reflection Pool, and the Bloedel's former estate. The Reserve has received recognition from national and international gardening experts as being one of the "Top Ten" gardens in the United States (e.g. U.S.A. Today rated the Reserve as such in May 2010).

   The Bloedel Reserve has been cited as the top tourist attraction on Bainbridge Island for six years in a row (Bainbridge Review, 2010 to 2015). The Reserve was awarded the 2010 Tourism Promoter of the Year Award by the Kitsap Peninsula Visitor and Convention Bureau, recognizing both our current efforts and future potential to attract more visitors and tourists to Kitsap County.

   In 2009 attendance was 25,000 and it's projected that attendance will reach 50,000 in 2015. This increase has come about through key strategies designed to increase visitation and make the Reserve a more open and welcoming facility. We have reached out to build partnerships on Bainbridge and within the wider Kitsap and Puget Sound communities through new programs and events. We have provided several free or discounted days to ensure all segments of the community can visit.

   Extensive anecdotal feedback indicates that our new philosophy and attitude of openness and ease of accessibility is working, improving the reputation of the Reserve, and attracting more visitors. In 2013, with the help of LTAC and Kitsap Bank, the Reserve hosted its first ever temporary sculpture exhibit, which drew record attendance and extensive media coverage. In the Summer 2014 saw record single-day attendance for our new Out(side)rageous Family Day (911) funded by Bainbridge Community Foundation and Fletcher Bay Foundation. The 2015 Out(side)rageous Family Day broke the previous year's number by 26%! And though the year isn't yet over, in 2015 Bloedel has seen a 29% increase in attendance over 2014 numbers.

   In 2015, LTAC funds helped the Reserve create, print and distribute an 8-panel brochure that was distributed to tourist locations throughout Puget Sound, including Washington State Ferries, Seattle hotels and Sea-Tac Airport. The brochures were a tremendous success. According to Certified Folder (brochure distribution company) the Reserve's brochure has been picked up by more than 35,600 potential visitors since hitting the racks in June 2015. The $2-off coupon in the brochure was redeemed 312 times between June and September 2015. And our attendance records show that in September 2015, we welcomed guests from 19 different countries.

   Kitsap Transit's B.I. Ride has been a tremendous asset by providing economical transportation to and from the Bainbridge Island ferry terminal to the Reserve. In September 2015 alone, 291 visitors

arrived to Bloedel via B.I. Ride. Bloedel's website, brochures and staff encourage visitors to travel to and from the Reserve by B.I. Ride.

Additionally, we have restored / upgraded key gardens and facilities at the Reserve. Between 2011and 2015, with the help of significant grants from LTAC, the Seattle Garden Club, The Tateuchi Foundation, the Juniper Foundation, and the West Seattle Garden Tour, the Reserve completed a major restoration of its Japanese Garden and Guesthouse, as well as the Waterfall Valley Trail. These projects were leveraged for considerable public relations/marketing benefits.

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 2016. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2016?

N/A

2. **If appropriate, please identify the project partner(s) and briefly describe the involvement of each. Please note that the maximum award of $80,000 will apply to any single project, even if proposed by a team of partners.**

   The project will involve partnerships with Bainbridge Island businesses, including hotels, motels, bed and breakfasts, restaurants, shops, and B.I. Ride. The partnership includes highlighting such offerings on the brochure.

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 (2010-2015).**

   2011: Expanded general marketing: $8,000
   2012: Japanese Guest House restoration: $57,500
   2013: Marketing for Sculpture in the Landscape Exhibit: $2,500
   2014: Destination tourism marketing at Bloedel Reserve: $11,496
   2015: Destination tourism marketing at Bloedel Reserve: $12,526

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:**

   N/A

Project Information

1. **Describe the proposed project.**

The Bloedel Reserve proposes to produce and distribute 103,500 brochures (a 15% increase over 2015 numbers) which will encourage regional residents and out of town tourists to visit Bloedel Reserve, and, in the process, take advantage of all Bainbridge Island has to offer. Bloedel Reserve provides Bainbridge Island visitors with an activity and a destination, but to round out their experience, guests

often ask Bloedel staff members for recommendations for restaurants, breweries, wineries, parks and other attractions.

To coincide with the 2016 brochure, Bloedel will host a day for Seattle-area concierges and cruise line providers. The day would include riding the ferry over from Seattle, taking B.I. Ride to and from Bloedel, experiencing Bloedel and having lunch / presentation on Bloedel and Bainbridge Island offerings.

A. Identify the Project's main objectives and how each will be achieved.

1. Create brand awareness: In spring 2015, Bloedel Reserve updated its brand identity to better reflect the warm and welcoming atmosphere of Bloedel. This new logo gives Bloedel the opportunity to engage new audiences and create consistent visual messages for the public. With the new logo came a comprehensive overhaul of company identity and marketing materials including new brochures, membership materials, maps, signs and a new look for advertising and business materials.
   The new logo was a significant shift from our old look and the brochures created with LTAC funds will continue to get the new Bloedel brand out to the public.
2. Expand reach to regional, national, and international tourist markets not touched through current vehicles (Seattle and West Sound residents, out of town guests staying at hotels, etc.)
   Achieved through an updated 8-panel brochure with wide distribution
3. Use Bloedel Reserve as an attraction to draw people to Bainbridge Island for a full day experience
   Achieved by dedicating one panel of brochure to promoting opportunities to stay and eat during an Island visit.
4. Promote Bloedel Reserve and Bainbridge as a destination in all four seasons
   i. Through the brochure
   ii. Brochure will include a seasonal calendar of major events, such as Shakespeare in the Park (collaboration with BPA) in July, the Fall Squash Hunt, the Spring Poetry month and outdoor installation, the Holiday Village, and spring and winter lectures, readings, and concerts
5. Build closer business partnerships with Bainbridge Island restaurants and businesses and encourage visitors to experience more of Bainbridge Island, beyond downtown
   i. Develop discount programs, packages, and cross promotional opportunities
   ii. Continue promoting the use of B.I. Ride for transportation to the Reserve

B. Be as specific as possible about proposed services, if appropriate the quantities of materials for and measurable impacts on the tourism market, distribution method and costs.

The project calls for the distribution of 135,000 8-panel promotional brochures in several regional areas, including the following:

	# of sites	Target Audience
WSF South Sound	2 sites	Tourists
WSF Seattle Terminal	1 site	Tourists
Sea-Tac Airport	7 sites	Tourists
Seattle Corporate	79 sites	Resident day tripper w/ car
Seattle & Eastside	273 sites	Tourists, Resident day tripper w/ car
Olympic & Kitsap	131 sites	Tourists, Resident day tripper w/ car,

C. If appropriate, provide details about the facility operating costs to be funded.

N/A

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 in increased tourism in 2016. 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 2014 and estimates for 2015.

Bloedel Reserve is on pace to surpass record attendance for 2015. At Bloedel's current rate, it's estimated 50,000 visitors will have visited by the end of the year. Based on demographic sampling gathered throughout the year, the Reserve welcomes 75% of guests from off Island, including 30% from Seattle and surrounding environs, 12% from Washington State, and 33% from out of state. This is an impressive statistic that can be strengthened and harnessed with a focused marketing campaign. The continuation of B.I. Ride will help drive these numbers even further.

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 lodging establishments in 2016 as a result of proposed activities. Please include the basis for any estimates.

Attendance at the Reserve for 2015 is reaching record-breaking numbers, with the number of visitors expected to reach 50,000. We estimate that of those visitors, 33% (16,500) were from out of state and 12% (6,000) were from Washington State outside the Seattle-metropolitan area. Those two groups total 22,500 people who potentially needed overnight accommodations. Our attendance continues to increase, and we estimate similar--or even higher-- numbers for 2016. With proper marketing and partnerships with local hotels, motels and bed and breakfasts, our guests could be converted into weekend visitors instead of day trippers.

C. Projected economic impact on Bainbridge Island businesses, facilities, events and amenities (helpful data may be found on the Washington State Department of Commerce website).

A recurring theme when people come to visit the Reserve is that they make a day-trip out of it. Our guests enjoy taking advantage of the fine restaurants, coffee shops and boutiques Bainbridge Island has to offer. More than 75% of our visitors do not live on Bainbridge Island. As a result, potentially 37,500 people need a meal, a cup of coffee or a treat. The economic impact our visitors have to Bainbridge Island is substantial.

D. The project's potential to draw visitors to the Island and increase overnight stays during the off-season, i.e. Labor Day through Memorial Day.

One page of the brochure will be dedicated to ideas on how to make a memorable trip to Bainbridge Island, with special attention to year-round events and reasons to visit (i.e. fall color, Holiday Village.

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

The Reserve has been fortunate to receive LTAC funding in each of the last five years and has demonstrated success with each project undertaken. In 2011, funds helped expand the Reserve's marketing budget. In 2012, a significant LTAC grant helped restore the renowned Japanese Guest House. This investment was leveraged into an additional $190,000 of donations for the Guest House and Garden restoration. In 2013, LTAC funds supported the Reserve's "Sculpture in the Landscape" exhibit, which drew record attendance and media attention. In 2014, LTAC funds helped the Reserve create, print and distribute an 8-panel brochure that was distributed at tourist locations throughout Puget Sound, including Washington State Ferries and Seattle hotels. In 2015, LTAC funds helped us build on the great success of the brochure by incorporating our new graphic identity and broadening distribution channels.

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 project will help promote Bainbridge Island businesses, including hotels, motels, bed and breakfasts, restaurants, and shops. The brochure includes a discount on Reserve admission.

G. Describe the degree to which the project goals are measurable, and will allow the project's results to be assessed.

The project's goals will be measured by tracking the brochure rate of pick-up and how frequently the coupon code is redeemed.

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

LTAC funds will be matched more than 1:1 by Bloedel Reserve funds which result from various philanthropic and revenue-generating endeavors.

Supporting Documentation

1. Provide a project timeline that identifies major milestones.

Bloedel visitor guide ads placed	Beginning of 2016
Brochure designed	Begin February 2016
Brochure printed	End of February 2016
Brochure distributed	Beginning of March 2016
Concierge / Cruise Line visit	Beginning of March 2016

2. 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.

LTAC Request:

Brochure printing (103,500 qty.)	$7,475
Brochure distribution	$7,107
Photo Rights License	$ 50
	$14,632

Bloedel Expenses / Contributions:

In house brochure design	$1,700
Ferry screen advertising	$2,500
Seattle Visitor guide adverts.	$4,500
Other off Island advertising	$5,000
Concierge Visit	$1,500
	$15,200

3. 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. ***If this information is not provided, the award committee will not consider alternative levels of funding.***

The program is scalable in the number of brochures printed and the number of distribution areas selected. Should partial funding be awarded, we would recommend removal of the following distribution areas: Olympic and Kitsap Peninsulas ($2,033) and South Seattle ($2,087). There would be a savings on printing cost. We also could scale back on distributions by reducing the number of months the brochures are on display.

*******Attached is a two-page document that provides information requested in items 4 & 5. Bloedel Reserve is currently in the process of developing our 2016 budget and the information is not available at this time. The budget won't be approved until January 2016.**

4. Provide copies of your organization's 2014 income/expense summary and 2015 budget.

Attached

5. Provide an estimate of 2015 revenue and expenses.

Attached

6. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.

N/A

BLOEDEL RESERVE BUDGET

For the year ending December 31, 2015

Account Title	FY2015 TOTAL
Contributions	290,000
Garden Party	381,750
Memberships	233,000
Total Support - Unrestricted	904,750
Contributions - Earmarked	169,625
Corporate Sponsors	32,000
Grants	69,400
Total Support-Temporarily Restricted	271,025
Program Revenue	44,215
Admissions	265,000
Retail Sales	88,999
Facilities Rental Revenue	600
Total Revenue	398,814
Total Support and Revenue	**1,574,589**
Payroll & Benefit Expense	1,655,337
Grounds Expense	69,895
Repairs & Maintenance	31,400
Program & Event Expenses	73,740
Fundraising Expenses	18,300
Membership Expense	2,600
Retail Expenses	42,025
Advertising	101,614
Bank Services & Processing Fees	18,600
Copying & Printing Expenses	41,255
Equipment < $1,500	22,040
Lease & Service Agreements	27,480
Insurance, Tax & License Expense	66,530
Outside Computer Services	25,688
Postage & Shipping	9,075
Professional Development	21,586
Professional Fees	166,120
Supplies	44,120
Travel	17,961
Utilities	51,480
Other Expense	28,580
Total Operating Expenditures	**2,535,426**
Capital Expenditure - Branding Refresh	20,625
Capital Expenditure - Furniture	6,000
Capital Expenditure - Japanese Garden Renovation	14,800
Capital Expenditure - Japanese Guest House Renovation	18,000
Capital Expenditure - Residence Renovation	34,000
Total Capital Expenditures	**93,425**
Total Expenditures	**2,628,851**
NET INCOME	**(1,054,262)**
2014/2015 Expenditures to be funded by 2014 End of Year Funds	**50,700**
DISBURSEMENT-INVESTMENT PORTFOLIO (MAIN)	**920,000**
DISBURSEMENT-RICHARD A. BROWN ENDOWMENT (RAB)	**84,000**
COMBINED PORTFOLIO DISBURSEMENT	**1,004,000**
NET CASH FLOW	**438**

As of 2015.01.14

BLOEDEL RESERVE

Statement of Activities - Actual vs Budget

As of Date: 08/31/2015

Accounts		2015			2014 Comparison	
		Actual	Budget	Budget Variance ($)	2014 Actual	2015 v 2014 Variance ($)
	Support and Revenue					
	Support - Unrestricted					
40000	Contributions	174,708.66	219,600.00	(44,891.34)	191,398.13	(16,689.47)
43000	Tickets/Tables	54,950.00	78,750.00	(23,800.00)	61,450.00	(6,500.00)
43100	Auction	81,900.00	60,000.00	21,900.00	85,700.00	(3,800.00)
43200	Raffle-Games-MISC	9,775.00	8,000.00	1,775.00	10,525.00	(750.00)
43300	Raise the Paddle	188,850.00	140,000.00	48,850.00	187,880.00	970.00
44000	Memberships	175,060.00	161,000.00	14,060.00	154,316.00	20,744.00
	Total Support - Unrestricted	685,243.66	667,350.00	17,893.66	691,269.13	(6,025.47)
	Support - Temporarily Restricted					
40100	Contributions - Earmarked	37,125.00	169,625.00	(132,500.00)	149,300.00	(112,175.00)
40200	Corporate Sponsors	39,000.00	47,500.00	(8,500.00)	27,000.00	12,000.00
41000	Grants	69,851.67	49,400.00	20,451.67	21,000.00	48,851.67
	Total Support - Temporarily Restricted	145,976.67	266,525.00	(120,548.33)	197,300.00	(51,323.33)
	Revenue					
42000	Program Revenue	25,988.59	36,040.00	(10,051.41)	12,017.41	13,971.18
45000	Admissions	264,245.10	195,271.05	68,974.05	191,190.50	73,054.60
45500	Retail Sales- Taxable	69,005.27	65,044.00	3,961.27	58,507.50	10,497.77
45525	Retail Sales- Non-Taxable	668.75	725.00	(56.25)	619.88	48.87
46000	Consignment Sales	2,461.92	0.00	2,461.92	3,522.50	(1,060.58)
46500	Sales Returns and Discounts	(5,604.15)	(5,620.00)	15.85	(5,321.56)	(282.59)
46900	Facilities Rental Revenue	4,330.00	300.00	4,030.00	450.00	3,880.00
	Total Revenue	361,095.48	291,760.05	69,335.43	260,986.23	100,109.25
	Total Support and Revenue	**1,192,315.81**	**1,225,635.05**	**(33,319.24)**	**1,149,555.36**	**42,760.45**
	Total Expenditures					
	Operating Expenditures					
	Payroll & Benefit Expense	1,035,027.47	1,075,080.00	(40,052.53)	929,744.25	105,283.22
	Grounds Expense	36,073.10	49,580.00	(13,506.90)	23,961.72	12,111.38
	Repairs & Maintenance	25,752.84	22,700.00	3,052.84	16,354.78	9,398.06
	Program & Event Expense	47,293.79	65,740.00	(18,446.21)	43,328.75	3,965.04
	Fundraising Expense	2,105.02	7,840.00	(5,734.98)	5,789.73	(3,684.71)

Statement of Activities - Actual vs Budget

As of Date: 08/31/2015

Accounts		2015			2014 Comparison	
		Actual	Budget	Budget Variance ($)	2014 Actual	2015 v 2014 Variance ($)
	Membership Expense	3,373.19	2,600.00	773.19	995.19	2,378.00
	Retail Expense	17,049.65	26,425.00	(9,375.35)	25,852.20	(8,802.55)
	Advertising	49,082.95	77,345.00	(28,262.05)	26,323.91	22,759.04
	Bank Services & Processing Fees	8,073.62	12,400.00	(4,326.38)	7,059.70	1,013.92
	Copying & Printing Expense	35,889.84	38,055.00	(2,165.16)	16,683.16	19,206.68
	Equipment < $1,500	10,643.49	21,734.00	(11,090.51)	10,188.69	454.80
	Lease & Service Agreements	15,752.31	18,520.00	(2,767.69)	7,353.47	8,398.84
	Insurance, Tax & License Expense	38,929.60	42,167.69	(3,238.09)	29,480.41	9,449.19
	Outside Computer Service	10,885.00	16,692.00	(5,807.00)	13,679.94	(2,794.94)
	Postage & Shipping	8,314.56	6,582.00	1,732.56	6,679.16	1,635.40
	Professional Development	9,866.78	15,447.00	(5,580.22)	15,221.97	(5,355.19)
	Professional Services	99,799.89	137,847.00	(38,047.11)	115,707.97	(15,908.08)
	Supplies	32,142.64	31,315.00	827.64	20,674.28	11,468.36
	Travel	8,475.85	11,993.00	(3,517.15)	6,669.80	1,806.05
	Utilites Expense	27,375.91	34,320.00	(6,944.09)	32,799.23	(5,423.32)
	Other Expense	5,172.43	19,110.00	(13,937.57)	14,890.93	(9,718.50)
	Total Operating Expenditures	1,527,079.93	1,733,492.69	(206,412.76)	1,369,439.24	157,640.69
	Capital Expenditures					
90200	Capital Expenditure - Branding Refresh	8,150.00	20,625.00	(12,475.00)	6,510.00	1,640.00
90300	Capital Expenditure - Furniture	6,990.54	6,000.00	990.54	6,641.55	348.99
90000	Capital Expenditure - Vehicles	0.00	0.00	0.00	37,360.27	(37,360.27)
90500	Capital Expenditure - Buildings and Improvements	0.00	0.00	0.00	12,696.98	(12,696.98)
90150	Capital Expenditure - Japanese Garden Renovation	4,178.64	14,800.00	(10,621.36)	29,350.06	(25,171.42)
90100	Capital Expenditure - Japanese Guest House Renovation	3,774.48	18,000.00	(14,225.52)	33,202.63	(29,428.15)
90400	Capital Expenditure - Residence Renovation	35,726.53	34,000.00	1,726.53	56,274.67	(20,548.14)
	Total Capital Expenditures	58,820.19	93,425.00	(34,604.81)	182,036.16	(123,215.97)
	Total Expenditures	**$ 1,585,900.12**	**$ 1,826,917.69**	**$ (241,017.57)**	**$ 1,551,475.40**	**34,424.72**
	Net Income	**(393,584.31)**	**(601,282.64)**	**207,698.33**	**(401,920.04)**	**8,335.73**
	INVESTMENT WITHDRAWALS					
	Bloedel Reserve Investment Portfolio	420,000.00	620,000.00	(200,000.00)	540,000.00	(120,000.00)
	Richard A. Brown Endowment Portfolio	35,000.00	56,000.00	(21,000.00)	41,200.00	(6,200.00)
		455,000.00	**676,000.00**	**(221,000.00)**	**581,200.00**	**(126,200.00)**
NET CASH FLOW		**61,415.69**	**74,717.36**	**(13,301.67)**	**179,279.96**	**(117,864.27)**

ı: 09/28/2015 11:19 PM