

**CITY OF BAINBRIDGE ISLAND  
2020 LODGING/TOURISM FUND PROPOSAL  
COVER SHEET**

Project Name: **Bainbridge Island Chamber of Commerce Visitor Information Center**

Name of Applicant Organization: **Bainbridge Island Chamber of Commerce**

Applicant Organization IRS Chapter 501 (c) (3) or 501 (c) (6) status and Tax ID Number:  
**501 (c) (6). Tax ID Number 91-065339**

Date of Incorporation as a Washington State Corporation and UBI Number:  
**Incorporated in Washington State in 1927 UBI # 603-308-198**

Primary Contact: **Rex Oliver**

Mailing Address: **395 Winslow Way E, Bainbridge Island WA, 98110**

Email(s): **roliver@BainbridgeChamber.com**

Day phone: **206-842-3700** Cell phone: **951-532-3001**

**Please indicate the type of project(s) 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 **T & C Northeast LLC**



## **Project Information**

### **A. Describe the proposed project.**

The proposed program/project is the Bainbridge Island Chamber of Commerce Visitor Information Center and the Bainbridge Island Visitors Bureau. This incorporates all aspects of advertising, marketing, website management, social media, event promotion, community promotion, and operation of tourism facilities.

As part of our mission the Visitor Information Center's first objective is to greet and inform visitors/tourists of the current events and attractions they will find on the island to enhance their visit and make their stay on the island a memorable experience.

The initial task of greeting is done at the kiosk located at the ferry terminal and in the main office of the Chamber on Winslow Way. Well-trained, knowledgeable staff and volunteers are critical to the delivery of consistent and reliable visitor information and customer service. The Chamber is committed to staffing the ferry kiosk with a core of paid staff supported by volunteers. Under the supervision of experienced chamber personnel, the main chamber offices on Winslow Way are staffed with enthusiastic and knowledgeable volunteers dedicated to providing visitors with the same reliable visitor information and quality customer service as is found at the kiosk.

Another key component of the mission is to "Promote the Community" using advertising, marketing and communication to both visitors and agencies that promote tourism on the Seattle side of the water as well as those who come to visit us from around the world.

To this end it is necessary to maintain:

- Membership in Visit Seattle (SCVB)
- Membership in the Washington State Tourism Alliance
- Membership in the North Kitsap Tourism Coalition
- Membership in Kitsap Economic Development Alliance
- Maintaining contact with the Cruise Ship Information Staff
- Maintaining contact with the Concierges of the hotels in Seattle
- Maintaining contact with Convention and Meeting planners in Seattle

A significant part of the mission to "Promote the Community" is to continue to provide an exceptional web presence. The majority of our visitors/tourists find us on Google, Yahoo, Bing, Opera and others. Both Visit Bainbridge and Bainbridge Chamber appear on the first page of Google for the term "Bainbridge Island". The Chamber has determined through Google Analytics that our web presence is one of our most valuable tools in providing island information.

This points to the fact that most of our visitors are accessing information through digital media. Keeping our website information current and relevant is of utmost importance. These sites provide information for our visitors/guests on topics such as lodging, dining, shopping, recreational activities, culture, history, relocation information and much more. Therefore, several of our projects and social media marketing programs contain an element of extensive staff time, website maintenance and information updating.

### **B. Proposed Service(s)**

#### **1. The Bainbridge Island Visitors Bureau.**

The Bainbridge Island Chamber of Commerce and the Bainbridge Island Downtown Association have hired a part time representative to bring visitors to the island during the off-peak months – November through April. Chris Mueller, a seasoned Hospitality and Destination Marketing professional, was hired in June of 2017, and is currently presenting Bainbridge Island to various visitor segments, including individual travelers, conventions, Seattle/King County Concierges, conferences, sports, LGBT and social, military, educational, religious and fraternal groups.

For the coming year Visit Bainbridge will present its own program, however, the Chamber will still be responsible for upkeep and maintenance of the website "Vistbainbridge.com".

**Cost of Operation      Marketing, mailing, office supplies and administration      \$2,000.00**

## **2. Tourism Marketing and Promotion**

An important part of the marketing of Bainbridge Island are the brochures we prepare in house to provide tourists/visitors with information as to the current places to stay, dine, shop, taste wine and beer, bathrooms of Bainbridge, all things Lynwood and a new brochure under development highlighting "Arts and Culture". The brochures we produce are done on an as-needed basis and contain the latest information with regards to each of the previously listed categories. The printing as we have said is in house, less expensive than using a printing company and the information is current. The costs for this segment of the program are:

**Printing, paper cost, copy machine lease, staff time .....8,000 copies      \$7,000.00**

## **3. Celebrate Bainbridge**

In 2016, a partnership was created consisting of the Bainbridge Island Chamber of Commerce, Bainbridge Island Downtown Association, Rotary Club of Bainbridge Island, Bainbridge Island Youth Services and the City of Bainbridge Island. Celebrate Bainbridge is designed to highlight the activities of the Rotary Auction, the Downtown Street Dance, the BYS Fun Run Race and the Bainbridge Island Chamber of Commerce Grand Old 4th in one advertising campaign. This will be the fifth year and the plan to highlight the period from the 27<sup>th</sup> of June to the 4<sup>th</sup> of July will again be packaged in the "Celebrate Bainbridge" campaign. The website is used as well as print material, street signs, posters and an advertising blitz through social media. The post cards sent out over the past three years have been the most effective means of letting everyone know where and when events are happening.

**Marketing material, advertising, posters, staff time      \$2,000.00**

## **4. Washington Tourism Alliance**

Several years ago, the State of Washington eliminated its State Department of Tourism. The industry took it upon itself to look for private funding sources and encourage membership among businesses, chambers and CVB's. This self-supported organization is the Washington Tourism Alliance.

**Membership in WTA, Webinars, Fam Tours and Visits.      \$1,000.00**

## **5. Website Development and Maintenance**

Over the last couple of years, the Chamber's websites have become the most dominant and dynamic tool used to market the island. Visitors/tourists have moved with the technology and we now find that a majority of our website page views are from mobile devices. Three years ago, the Chamber created a stand-alone site for the Grand Old Fourth of July. This shows us the power of our website and prompted the Chamber to create a stand-alone site for "Visitor Information". This site "VisitBainbridge.com" contains all the pertinent information for visitors/tourists. Where to stay, shop, dine etc. The traffic levels also become a base line for reporting of visitor inquiries as required by the State. The following are the costs involved in the URL/Server registration, maintenance and monthly upkeep of the Visitor Information site:

### **Maintenance of web sites**

**Registration, updating of URL/server, information, (VisitBainbridge.com)**

**Registration, updating of URL/server, information, (GrandOld4th.com)**

Staff time to maintain information

\$4,000.00

## 6. The Grand Old Fourth of July

The Grand Old Fourth of July is the largest community event on Bainbridge Island. In 2020 the Chamber will celebrate 53 years of hosting this event. Estimates put attendance at between 25,000 and 35,000 people depending on the weather. Islanders consistently voted the Grand Old Fourth the Best Event in the Review's annual poll.

Featuring a Street Fair, a mile-long Parade, Classic Car Show, Beer and Wine Garden, food, children's activities and entertainment the Grand Old Fourth is a day-long adventure. Over the years this event has become a homecoming for many of our former residents, and a welcoming for those who have chosen to make this their new home. The draw for this event is from people from all over Washington State, the United States and into Canada. The Grand Old Fourth has been featured in a British travel magazine as one of the top five best places to experience the Fourth of July in the United States. The Website designed for this event, GrandOld4th.com, is extremely well visited each year. Most visitors/tourists and residents used this to find the information they need. Schedule of events, locations of activities, parking, to the extent that our volunteers at the chamber office have noted fewer numbers of phone calls in comparison to previous years. We continue to use this website to provide all the needed information for this event. Planning, coordinating, marketing, staffing and volunteers all contribute to the success of this event.

Marketing materials, event planning, administration/ supervision, operations, hourly staffing costs, maintenance, meetings,	\$14,000.00
Website upkeep, maintenance and ongoing management	\$2,000.00
Auxiliary staffing	\$1,000.00
<b>Total</b>	<b>\$17,000.00</b>

(Volunteer hours during this event 1,000 hours @ \$9.47/hr. - valued at \$9,470.00)

## 7. Operating/Staffing tourism promotion facilities.

The Chamber operates two facilities to meet and greet our visitors/tourists. The main Chamber office on Winslow way is open six days a week, fifty weeks a year. The Chamber also operates the Kiosk at the ferry terminal. The Kiosk is open seven days a week during the main tourist season from May 1 to September 30. It is open on weekends during the latter part of the spring shoulder season and the beginning part of the shoulder season in the fall. Under the supervision of experienced chamber personnel, the chamber visitor centers are manned by enthusiastic and knowledgeable staff and volunteers dedicated to providing visitors/tourists with reliable information that is current, relevant and informative. Costs to maintain supervision and staffing are as follows:

Supervision hours:	\$5,000.00	
Staffing hours:	\$16,000.00	
		<b>Total \$21,000.00</b>

(In-kind Volunteer hours: Chamber office/kiosk: 2,500 hours @ \$9.47/hr. = \$23,675.00)

## 8. Operation of a tourism related facility.

The Chamber operates two facilities for the welcoming of visitors and the distribution of related materials from both the Chamber and all of our partners. The Kiosk at the ferry terminal is leased from Kitsap Transit and has no operations costs. The Kiosk was renovated several years ago and given a fresh coat of paint.

The Main Chamber visitor information area at 395 Winslow Way uses 350 square feet of space out of a total of 2300 square feet. Proportionate costs for the facility would be 15% of total operating costs as outlined below:

<b>Rent:</b>	<b>\$40,590.68</b>	<b>15%</b>	<b>\$6,088.60</b>
<b>Electrical:</b>	<b>\$3,375.50</b>	<b>15%</b>	<b>\$506.30</b>
<b>Phone/Int./Email:</b>	<b>\$4,950.00</b>	<b>15%</b>	<b>\$742.50</b>
<b>Garbage:</b>	<b>\$177.00</b>	<b>15%</b>	<b>\$26.60</b>
<b><u>Insurance:</u></b>	<b><u>\$6,976.00</u></b>	<b>15%</b>	<b><u>\$,1046.40</u></b>
<b>Totals</b>	<b>\$56,068.68</b>	<b>15%</b>	<b>\$8,410.40</b>

#### **A - Expected impact in increased tourism in 2020**

To the end of August, our staff and volunteers have counted over 100,000 visitors/tourists at the Kiosk at the ferry terminal and in our office on Winslow Way. The total for 2018 was 125,000. Our visitors/tourists come from all 50 States, all Provinces of Canada and over 40 countries from around the world. Visit Seattle has indicated, in its most recent report, 20.8 million visitors will stay overnight, that is a 3.9% increase over 2017. There are 218 Cruise ship scheduled sailings for 2019. The biggest challenge for Seattle right now is the need for more hotel rooms. There are ten new hotels with over 3,000 rooms scheduled to be built in Seattle over the next 3 years. Tourism in this region will have a steady growth for the next several years, and Bainbridge by association will reap the benefits of that growth. It stands to reason that what happens in Seattle reflects what we can expect on Bainbridge Island except for the number of overnight stays.

#### **B - Expected impact on or increase in overnight stays on the island.**

The Chamber, in partnership with Visit Bainbridge, The BI Downtown Association, the North Kitsap Tourism Coalition, the Lodging Association and the Bainbridge Island Parks Department is working on promoting or creating events or activities which will increase overnight stays on Bainbridge. Events such as the "Chilly Hilly," Mocha Tsuki Celebration", "The Quilt Festival", "Spirits and Spirits" the "Winter Wonderland", BIMA Jazz Festival and three Wine on the Rock events will happen during the shoulder season. During the high season, lodging on the island is at or near maximum capacity. We are working on additional events and activities in the off season to increase overnight stays.

#### **C – Projected economic impact on Bainbridge Island businesses.**

According to the most recent numbers from Visit Seattle, tourism in the King County region, from which we benefit, there were 39.9 Million visitors who came to the area in 2017, that is a 2.6% over 2016. Those visitors spent \$7.4 billions dollars. 20.8 million visitors stayed overnight, for an occupancy that was at 84.2%. There were 76,062 jobs supported by tourism in 2017, an increase of 2.7% over 2016. This all points to an increase for Bainbridge Island of at least 2.5 % for 2020

#### **D – The project's potential to draw visitors to the island and increase overnight stays.**

The Chamber partners with groups on the island as well as the North Kitsap Tourism Coalition which will lead to the promotion of shoulder season events and helps to secure their success. The Chamber is working with groups such as the Quilt Guild to promote their fall Quilt display event, and working with the Japanese American Exclusion Memorial Committee on their Mocha Tsuki festival held in the first week of January. The North Kitsap Tourism Coalition is planning its event "Spirits and Spirits" in October.

#### **E – The applicant's demonstrated history of organizational and project success.**

The Chamber of Commerce has been welcoming visitors/tourists to the Island for over 90 years. Dedicated staff and volunteers who take pride in their island have demonstrated year after year the ability to provide accurate, up to date relevant information on behalf of the businesses and services on the island. Working with many organizations on the island, the Chamber has proven to be a willing partner. Keeping up to date with the latest technology and marketing trends has demonstrated our ability to be current and relevant.

A more recent development is the introduction of BI Ride by Kitsap Transit. This is a direct result of the creation of the Frogopper by the Chamber in the 2013 LTAC funding cycle. The Grand Old Fourth web site is another example of a great success leading to the development of another program, the VisitBainbridge.com web site.

#### **F – Describe any partnerships with other organizations in the proposed project.**

The Chamber is proud to have many partnerships with organizations on the island. Visit Bainbridge, The Bainbridge Downtown Association, the Rotary Club of Bainbridge Island, the Lodging Association, the Bainbridge Island Arts and Humanities Council and Bainbridge Youth Services are some of the largest groups. The Chamber actively distributes brochures and information for each of these groups to the many visitors/tourists to the island. The Chamber is also

pleased to partner with other organizations on the island such as Bloedel Reserve, Squeaky Wheels, KiDiMu, The Bainbridge Island Museum of Art, the Bainbridge Island History Museum, the Japanese American Exclusion Memorial, Kiwanis, the Farmers Market B.A.R.N. and many more.

**G – Describe to what degree the project goals are measurable.**

The Chamber has for many years counted and surveyed visitors/tourists at the Kiosk outside the ferry terminal and in our office on Winslow Way. These records go back to 1998. This gives us a sense of the traffic year over year. Using Google Analytics we analyze information on our website including; unique visitors, page views, time on line, mobile stats, Country of origin, exit pages, and many other statistics to help us to determine where our information is going and who is using it. We can adjust or augment the information we provide based on the analytics received. With the creation of the Bainbridge Island Visitor Bureau, we can track attendance from information sent to convention goers.

**H – Describe the degree to which the project will leverage award funds with additional matching funds.**

Many of the events or services we listed have a component of volunteer hours or in-kind donations. The Chamber would not be able to do any of these events or offer the services without the help of a very large corps of volunteers. The volunteers who man the phones and greet the visitors/tourists who come to the Chamber office are the backbone of the VIC. These volunteers give countless hours at the Chamber office, the kiosk the Grand Old Fourth and other special projects throughout the year. During the year our volunteers contribute almost 4,000 hours of their time which equates to a value in excess of \$40,000.

**Supporting Documentation**

**1. Timeline**

The Time line for this project is January 1, 2020 to December 31, 2020.  
Specific dates such as the 4<sup>th</sup> of July are noted in the individual line items.

**2. Budget**

The budget is attached containing each individual line item and the related costs.

**3. Scalability**

Project scalability is determined by the projects and their make-up. It stands to reason that a membership in an organization cannot be scaled back. You either belong or you do not. The cost of participating in an event is determined by booth costs and other event related costs. You either pay for the booth or you do not attend. Scaling back for the Grand Old Fourth of July would result in some services not being provided. The cost of maintenance of a website could mean that information is not current and would lead to inaccurate or out of date information. Areas that could be scaled back would include staff hours, the management of the staffing and the printing of tourism related materials.

**4. Financial statements are provided following this section.**

**5. Budget estimates are included in the financial statements.**

**6. Letters of support are attached**

Budget for 2020 LTAC Proposal		Budget	Budget
	Item	Amount	Total
1	<b>Bainbridge Island Visitors Bureau</b>		
	Marketing, mailing, office supplies, administration	\$2,000.00	\$2,000.00
	Total		
2	<b>Tourism marketing and promotion</b>		
	Printing, paper costs, machine lease, staff time	\$7,000.00	\$7,000.00
3	<b>Celebrate Bainbridge</b>		
	Marketing, advertising, posters, staff time	\$2,000.00	\$2,000.00
4	<b>Washington Tourism Alliance</b>		
	Membership, Webinars, tours, visits	\$1,000.00	\$1,000.00
5	<b>Website Development and Maintenance</b>		
	Web site maintenance, registration, hosting, upkeep.	\$1,000.00	
	Staff time to maintain information	\$3,000.00	
	Total		\$4,000.00
6	<b>Grand Old Fourth of July (53th Anniversary)</b>		
	Marketing, event planning, operations, staff costs, materials	\$14,000.00	
	Website maintenance,	\$2,000.00	
	Proposed auxiliary staffing	\$1,000.00	
	Total		\$17,000.00
7	<b>Operating a tourism related facility-staffing</b>		
	Supervisory hours	\$6,000.00	
	Staffing Hours	\$15,000.00	
	Total		\$21,000.00
8	<b>Operation costs of a tourism related facility</b>		
	Total operations costs \$56,068.68 @ 15%		\$8,410.40
	Total LTAC Request		\$62,410.40

Bainbridge Island Chamber of Commerce Financial Statement						
Item	2018 Actual	2018 Budget	2019 Budget			
Chamber of Commerce	\$ 304,675	\$ 307,385	\$ 306,750			
Department of Licensing	\$ 113,000	\$ 112,500	\$ 113,000			
Total	\$ 417,675	\$ 419,885	\$ 419,750			
Grand Old Fourth	\$ 37,253	\$ 40,250	\$ 35,950			
Directory	\$ 1,750	\$ -	\$ 8,700			
Installation Dinner	\$ 3,800	\$ 7,900	\$ 7,100			
Membership	\$ 103,974	\$ 111,587	\$ 105,000			
Other events	\$ 270,898	\$ 260,118	\$ 263,000			
Total Income	\$ 417,675	\$ 419,855	\$ 419,750			
Cost of Goods	\$ 62,467	\$ 54,457	\$ 57,000			
Gross Profit	\$ 355,208	\$ 365,398	\$ 362,750			
Expenses						
Chamber of Commerce	\$ 273,124	\$ 276,247	\$ 277,000			
Department of Licensing	\$ 76,500	\$ 78,000	\$ 78,000			
Lease Expense	\$ 41,488	\$ 36,270	\$ 42,500			
Office Expense	\$ 12,614	\$ 10,792	\$ 12,500			
Payroll Expense	\$ 249,017	\$ 250,213	\$ 249,000			
Insurance Expense	\$ 7,406	\$ 7,559	\$ 7,000			
Other Expense	\$ 45,916	\$ 49,413	\$ 44,000			
Total Expense	\$ 356,841	\$ 354,247	\$ 355,000			
Net income (Expense)	\$ (1,604)	\$ 11,150	\$ 7,750			



August 15, 2019

To: 2020 Lodging Tax Advisory Committee  
From: Jerri Lane, Executive Director, Bainbridge Island Downtown Association  
Re: Letter of support for Bainbridge Island Chamber of Commerce Visitor Information Services/Lodging Tax Proposal

On behalf of the Board of Directors of the Bainbridge Island Downtown Association, I would like to offer our support for the Bainbridge Island Chamber of Commerce's 2020 Lodging Tax Proposal to fund a variety of Visitor Information services, destination marketing initiatives and visitor support.

The Chamber's two Visitor Information Centers, located at the Bainbridge Island Ferry Terminal and inside the Chamber's main office on Winslow Way, serve as a primary source of maps, guides and general visitor information for many of the Island's visitors. Both locations distribute the Downtown Association's annual *Downtown Walkabout Guide* as the primary pedestrian map for our downtown Bainbridge retail and recreational area. The Chamber's support for the *Walkabout Guide* help make the guide the most frequently used visitor collateral on the Island.

We are supportive of the wide range of visitor outreach under way at the Chamber, including branding, maps, special events, Seattle Concierge promotions, and Director of Visitor Development.

We encourage the Lodging Tax Advisory Committee to consider the value that the combined efforts of the Chamber and Downtown Association to ensure effective outreach and an enhanced visitor experience. The two partners seek to provide services and destination marketing information that complement each other without overlapping.

With best regards, Jerri Lane, Executive Director



Bainbridge Island Downtown Association



September 9, 2019

Dear Members of the Lodging Tax Advisory Committee,

The North Kitsap Tourism Coalition strongly supports the Bainbridge Island Chamber of Commerce in their request for Lodging Tax funds. Bainbridge Island is one of the main gateways to the entire Kitsap Peninsula with exposure to millions of visitors per year. The Chamber staffs two visitor centers and greets visitors at the ferry terminal and the main information center. They have been promoting tourism on Bainbridge Island since 1927.

The Chamber markets local tourism and events online at several websites including [BainbridgeChamber.com](http://BainbridgeChamber.com), [VisitBainbridge.com](http://VisitBainbridge.com), and [GrandOld4th.com](http://GrandOld4th.com). We are currently a partner with the Chamber on our website and we link to these websites in promotion of the events.

Bainbridge Island is an important destination under the "Washington's Sanctuary Shore" umbrella as it offers restaurants, shopping, arts and culture and attractions such as the Bloedel Reserve, BI Museum of Art, and the Japanese American Exclusion Memorial. We are pleased to offer another avenue to market Bainbridge Island and are proud to have a representative from the Chamber as an officer and Board member of the North Kitsap Tourism Coalition.

Thank you for your consideration,

Chris Archunde  
President  
North Kitsap Tourism Coalition



Port Blakely Ship Launching Circa 1890

Dear LTAC Committee Members,

I am writing to express my support for the Bainbridge Island Chamber of Commerce's application for the LTAC, 2020 cycle.

The Bainbridge Island Historical Museum is fortunate to have had the support of the Chamber of Commerce as we work to share the diverse stories of Bainbridge Island to community members and day tourists alike. Their staff is always working to find ways to promote the Museum and increase exposure to drive visitors our way during open hours.

The Chamber of Commerce is an essential resource for all of the local arts and culture organizations in downtown Winslow and beyond. They help keep us informed and often identify related projects and work to help drive marketing and advertising to enhance impact.

Their organization is a critical part of the foundation of this community and we appreciate all they do to increase tourism and promote the work of so many local organizations.

We hope you'll show your appreciation for all they do by supporting their proposal.

Sincerely,

Brianna Kosowitz  
Executive Director  
Bainbridge Island Historical Museum



215 Ericksen Avenue NE, Bainbridge Island WA 98110 • 206.842.2773  
info@bainbridgehistory.org [www.bainbridgehistory.org](http://www.bainbridgehistory.org)

## Rex Oliver

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**From:** Natalie Rodriguez <nrodriguez@tourbainbridge.com>  
**Sent:** Tuesday, September 3, 2019 12:01 PM  
**To:** Rex Oliver  
**Subject:** Letter of support



Natalie Rodriguez  
CEO, Tour Bainbridge  
206.359.2201

321 High School Rd NE,  
Suite D3, PMB 223  
Bainbridge Island, WA  
98110

August 19, 2019

Dear Lodging Tax Committee,

I am writing this letter in support of the Bainbridge Island Chamber of Commerce's 2020 Lodging Tax proposal to fund a variety of visitor information services.

As a partner of the Bainbridge Island Chamber of Commerce, Tour Bainbridge is supportive of the visitor outreach provided by the Chamber. This includes the visitor information provided at the ferry terminal and at their main office on Winslow Way, in addition to special events held each year.

The Chamber's most notable special event is the Grand Ol' 4th of July celebration enjoyed by many. Tour Bainbridge benefits greatly from the exposure of participating in the parade and it is our opinion that this specific celebration is especially well put together and a Bainbridge Island tradition worth supporting. Thank you for your consideration.

Sincerely yours,

Natalie Rodriguez



September 5, 2019

Lodging Tax Committee Members,

It is with pleasure I write this letter of support and partnership of the Bainbridge Island Chamber of Commerce and its 2020 Lodging Tax Grant Proposal.

As Executive Director of Visit Bainbridge, I rely heavily on the support of both the BICC and the Bainbridge Island Downtown Association. Over the past two years, they have been instrumental in providing the structured support necessary to implement a Destination Marketing Organization for Bainbridge Island. This has included such things as administration and personnel support, collateral, visitor center information and financial structure. Their longstanding ties to the Bainbridge community have been critical to forming strong Visit Bainbridge partnerships within the tourism community.

One of the most valuable BICC tourism assets are its sponsored community events. These are critical contributions that Visit Bainbridge can use to promote overnight stays, dining, shopping and exploration of our Island attractions by new visitors.

For this reason, I encourage your continued support of the Bainbridge Island Chamber of Commerce's 2020 LTAC Proposal.

Warm Regards,

*Chris Mueller*

Christine Mueller  
Executive Director  
Visit Bainbridge



September 12, 2019

Lodging Tax Advisory Committee

City of Bainbridge Island

280 Madison Ave.

Bainbridge Island, WA 98110

Dear Advisory Committee Members,

I am writing to offer my wholehearted support of the Bainbridge Island Chamber of Commerce's LTAC proposal for 2020. As a community business leader, I can confidently state that the Chamber's efforts to promote the Bainbridge Island business community are tremendously valuable.

Supporting the Chamber through LTAC is a sound investment that pays great dividends. Island traditions like the Grand Old 4<sup>th</sup> draw visitors from far and wide and are a boon to the local economy. Personally, I know that the Bloedel Reserve benefits greatly from Chamber services like the operation and staffing of the ferry terminal kiosk and Chamber office and printing of tourism related materials. That's one of the reasons I was compelled to join the Chamber's Board of Directors five years ago.

As a cultural destination and leading tourist attraction, we depend on our partnership with the Chamber of Commerce to increase public awareness and attendance. Thank you for your previous, very generous support of the Chamber and for your consideration of their request this year.

Most sincerely,

A handwritten signature in black ink, appearing to read "Edward Moydell".

Edward Moydell

The Richard A. Brown Executive Director

