

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

Project Name: Bainbridge Island Downtown Association Multi-Media Destination Marketing Campaign

Name of Applicant Organization:

Bainbridge Island Downtown Association (BIDA)

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

BIDA is 501(c) (3). Tax EIN #91-1390519

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

Incorporated 1992. UBI#601 389111

Primary Contact:

Jerri Lane, Executive Director - Bainbridge Island Downtown Association

Mailing Address:

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Please indicate the type of project described in your proposal:

v	Project Type
✓ <input checked="" type="checkbox"/>	Tourism marketing
✓ <input type="checkbox"/>	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*



Applicant Information

1 BIDA mission, history and areas of expertise:

The mission of the Bainbridge Island Downtown Association (hereinafter referred to as BIDA) is to build and sustain community through a vibrant downtown. By partnering with the BI Chamber of Commerce (BICC), The BI Lodging Association (BILA) and many other Island businesses and partners, BIDA engages with our local community to promote the Downtown Bainbridge neighborhood and business district. BIDA markets Downtown as the heart of our island and a unique place to live, work, visit, stay, dine, shop and play for visitors and locals.

Incorporated in 1992, since 1998, BIDA has been recognized as one of only 12 Washington Main Street Programs accredited as a National Historic Main Street by the National Trust for Historic Preservation. The Washington Program is managed under the auspices of the Washington State Department of Archaeology & Historic Preservation. BIDA works throughout the year to create and support a vibrant Downtown that offers visitors and locals unique experiences.

See Section 1B for detailed Scope, Budgets and schedules.

In 2020, BIDA will produce 180,000 of the popular annual *Walkabout Guide* which is distributed by Certified Folder Display to more than 270 Seattle/regional visitor locations including hotels, conference facilities, ferries, visitor information locations, Cruise terminals and tourism specialists throughout the Puget Sound. Virtual exposure for the *Walkabout Guide* is provided via the digital displays on the Washington State Ferries (WSF) Bainbridge Island-Seattle route and on BIDA's website.

BIDA produces a year-round calendar of high-quality promotions and events that encourage local and out of town visitor traffic. A partial list of events includes the Monthly Art Walk, July 3 Street Dance; Girlfriend's Day Out; Trick or Treat Downtown and a full six week complement of Holiday special events. Summer floral hanging baskets and holiday decorations are provided by BIDA. BIDA also manages the over the street Banner program, kiosks and seasonal Light Pole Banners.

BIDA has a rich history of providing services and activities essential to successfully attracting and engaging local, regional, national and international tourism. For more than a decade, BIDA has worked closely with the Seattle/King County Concierge Associations (accounting for approximately 15% of direct visitor referrals), Visit Seattle, Port of Seattle, Destination Management Companies, Cruise Ships and Kitsap Peninsula Visitors and Convention Bureau to communicate current information on the variety of new and existing retail businesses, restaurants, waterfront recreational activities, itineraries, festivals, attractions, events and lodging that make Bainbridge Island a popular visitor destination. A new mobile optimized website was activated on 9/16/19 and BIDA's social media outreach continues to gain followers. According to the 2018 full year WSF statistics, BI remains at 25.7% of the system total at 6.3m riders. Visitors come from every state in the Union, every Province in Canada and over 40 countries.

In 2017, BIDA and BICC partnered to hire Chris Mueller, a part time Director of Visitor Development whose specific goals include targeting visitor traffic during off-peak periods of October - May.

In 2019, BIDA and BICC completed the process of designating Visit Bainbridge Island as a separate 501(c) 6 designed to be the Official Destination Marketing Organization for BI. VBI is presenting its first LTAC proposal for 2020 funding.

Thanks in part to focused destination marketing efforts, Bainbridge Island and our Historic Downtown are now being regarded as a not-to-be-missed destination, essential for inclusion in itineraries by meeting planners, travel agents and leisure travelers as they plan their visits to the Pacific Northwest. In 2019, our monthly Art Walk, Trick or Treat Downtown and the July 3 Street Dance were runners up in their respective categories for Best of Bainbridge.

1. Project Partners:

BIDA is proud to have many island partnerships. Visit Bainbridge Island, BI Rotary Club, PSE, Bainbridge Youth Services, BI Chamber, Destination Bainbridge (BILA), Bainbridge Community Foundation, BI Parks, Bainbridge Arts and Humanities Council, BI Historical Museum, Tour Bainbridge, BIMA, Bloedel Reserve, The Wine Alliance, Kiwanis and downtown businesses are solid partners.

Although this is not a partnership proposal, Visit Bainbridge Island, BIDA, BI Chamber, and BILA (Destination Bainbridge) have collaborated to assure our proposals each address a separate part of destination marketing, with minimal overlap. This approach is essential to maximizing the usage of LTAC funding to reach as many travel segments/booking channels as possible

In 2017, in accordance with our 2017 LTAC proposal, BIDA and BICC hired Chris Mueller to serve as Director of Visitor Development for Visit Bainbridge. Her responsibilities include working with Seattle/King County Concierge teams, Destination Management Organizations and Visit Seattle to engage travel/event decision makers and to educate them on Bainbridge Island's capabilities. VBI has also been very active in developing Island partnerships, coalitions and itineraries. In 2019, the process of designating Visit Bainbridge Island as an independent 501(c) 6 was completed.

3. Lodging Tax (Civic Improvement Fund) within the last five years (2015-2019):

Year	Initiative	Requested	Funded
2019	Destination Marketing Campaign	\$72,885	\$50,000
2018	Destination Marketing Campaign	\$68,500	\$57,000
2017	Destination Marketing Campaign	\$72,375	\$48,000
2016	Destination Marketing Campaign	\$54,170	\$51,842
2015	Destination Marketing Campaign	\$60,016	\$29,015

4. Unfunded/incomplete projects: All projects completed

Project Information

1A Scope

The main objective of BIDA's multi-media Destination Marketing project is to stimulate economic growth by promoting visitor and local traffic to the Bainbridge Island downtown, with an emphasis on off-peak periods (October - May).

Strategies include targeted outreach to increase visitor traffic and overnight stays particularly in the off-peak season; to produce and distribute a useful *Walkabout Guide* to invite, guide and educate visitors; to assure a vibrant, beautiful, seasonally decorated downtown; to produce and market successful events which draw locals and visitors; to effectively partner with on island and off island organizations positioned to refer visitors; to host an informative and dynamic website, and to maximize the impact and growth of social media channels.

In order to achieve our goals, it is necessary to maintain:

- Membership in Visit Seattle
- Membership in the Washington State Tourism Alliance
- Membership and participation in the Washington State and National Main Street Associations.

1B Proposed Projects/Services – Budgets and Timelines

a. Walkabout Guide: 1/1/2020 – 12/31/2020

In 2020, BIDA will revise, produce, print and distribute 180,000 copies of the popular annual Walkabout Guide to 270 visitor locations in the Pacific Northwest. The WG is the most widely distributed and used of all Island collateral materials.

Budget Walkabout Guide: Cost of Operation including staff labor, production, graphic design, printing, distribution **\$30,900/LTAC request \$18,900**. See Attachment A for detailed budget.

b. Celebrate Bainbridge/July 3 Street Dance

BIDA produces and executes the popular July 3 Street Dance. Estimated attendance at the 2019 Street Dance exceeded 15,000, including both locals and visitors. Featuring three bands, a DJ, fourteen food Vendors, Touch a Truck and a Kiddie Korner, this event is a solid community event that relies heavily on volunteer participation.

In 2016, BIDA entered into a joint marketing event partnership with Rotary, COBI, BICC, and BYS. The partnership is styled as **Celebrate Bainbridge**. The strategy behind Celebrate Bainbridge is to develop and joint market a full scope of back to back events designed to attract locals and to encourage visitors to stay several days. The partnership allows joint marketing for all events and the collateral materials are distributed both in an island-wide direct mail to all island postal customers, on the ferries, and to Seattle/King County Concierges and distribution channels. Estimated attendance at all Celebrate

Bainbridge events exceeds 100,000 visitors and locals.

2020 marks the fifth year of the partnership and will expand to five full days of island activities. In addition to the Grand Old Fourth, July 3 Street Dance, Rotary Auction, the group also markets the BYS Fun Run, Old Timers Game and the Fireworks as well as the football booster club's pancake breakfast. Due to demands on a limited volunteer force for back-to-back events, BIDA will need to hire additional labor to effectively execute the July 3 Street Dance in 2020.

Budget July 3 Street Dance: Cost of Operation Including insurance, labor, entertainment, advertising, equipment, Celebrate Bainbridge partnership, permits, printing, postage, graphics and contract services: **\$18,450. LTAC request \$9,950.** See Attachment A for detailed budget. This event is free to the public.

c. Monthly Art Walk: Monthly on First Friday

The popular First Friday Art Walk has grown to represent over 30 businesses and attractions with an average visitor and local attendance of 1,000 – 1,500. This event is free to the public.

Budget Art Walk: Cost of Operation, production and marketing: **\$6,700. LTAC request \$6,200** See Attachment A for detailed budget. This event is free to the public.

d. Girlfriends Day Out: May 2, 2020

Girlfriends Day Out is a popular shopping event scheduled the week before Mothers' Day. Involving the entire Downtown business community, the event draws between 1,000 – 1,500 locals and visitors who shop and dine.

Budget Girlfriends Day Out: Cost of Operation, production and marketing: **\$10,750. LTAC request \$7,750** See Attachment A for detailed budget. This event is free to the public.

e. Trick or Treat Downtown: 10/31/2020

Bainbridge Island's Trick or Treat Downtown is a very popular event, providing a safe environment for Halloween fun. Attendance exceeds 4,000 and volunteers/participants include Rotary, Kiwanis, COBI, downtown business owners and other community volunteers.

Budget Trick or Treat Downtown: Cost of Operation, production and marketing: **\$3,250. LTAC request \$2,750** See Attachment A for detailed budget. This event is free to the public.

f. Holiday Promotions and Events: November 30 – December 31:

In 2020 BIDA will produce and distribute 20,000 Holiday Event Guides promoting five full weeks of island holiday events. 12,900 Guides will be direct mailed to all Bainbridge Island postal customers and the remainder will be distributed to Downtown businesses, Seattle/King County hotel Concierges and other visitor centers by Certified Folder.

BIDA Holiday Event promotions include a chance to win one of five \$500 shopping

sprees; the Elf on the Downtown Shelf program; Giving Trees; Small Business Saturday; Strolling carolers; Open House Saturday; Photos with Santa; The Argosy Christmas Ships; Installation, removal, maintenance and storage of the over the street Stars and Scrolls; and installation of decorative light pole banners.

Winslow Green provides space for the Holiday Treelighting event and the community Holiday tree. BIDA is responsible for paying for bands, entertainers; the holiday tree (includes purchase, installation, maintenance, decoration and removal). BIDA also produces the Holiday Tree Lighting ceremony with a full program of volunteer entertainment and arrival of Santa on his fire truck. In 2019, of the 2,200 entries for the shopping spree, 25% were visitors from out of town and over 1,600 were new unique local contacts asking to be added to BIDA's communication channels.

Because of additional legal requirements imposed by the Winslow Green HOA, BIDA must now pay to have all tasks done by licensed and bonded vendors. Liability insurance requirements have also escalated. These requirements preclude the use of volunteer labor as was done in the past with an overall steep escalation of expense to BIDA.

Budget Holiday Events: Cost of Operation, production and marketing: **\$24,700. LTAC request \$21,200** See Attachment A for detailed budget. All events are free to the public.

g. Industry affiliations/Memberships: 1/1/2020 – 12/31-2020

It is necessary to partner with organizations who promote and advocate for tourism on both the local and national level is critical for networking and for keeping current with industry metrics, innovation and trends.

- Visit Seattle: \$500
- National Main Street: \$350
- Washington Tourism Alliance \$500

Budget Memberships: Memberships total **\$1,350. LTAC request \$1,350** See Attachment A for detailed budget.

1C Project Timeline/Major Milestones

- January 2020 enter into Lodging Tax Contract with COBI
- Events: timelines as scheduled above.
- Memberships Washington Tourism Alliance, National Main Street and Visit Seattle: Timeline: January 1 – December 31, 2020
- Celebrate Bainbridge/July 3 Street Dance – Timeline: July 3, 2019.
- Trick or Treat Downtown 10/31/2020
- Holiday Promotions and Events: Timeline: November 15 – December 31, 2019.

Scalability: We've made every effort to provide reasonable budgets on every line item but if we need to scale back we will reduce expenditures proportionally as follows. We'll need to adjust events and projects with scaled back budgets.

- Delete membership for Washington Tourism Alliance (\$500)
- Lower Walkabout Guide expense (\$500)

- Lower contribution to Holiday Promotions (\$500)

2 Narrative Statement addressing each of the stated selection criteria, including anticipated outcomes

2A Expected impact on increased tourism in 2020

Through August 2019, the Chamber team has identified over 150,000 visitors/tourists at the ferry terminal kiosk and at their offices. The total for full year 2018 was 155,877. Visitors/tourists come from all 50 states, all Provinces of Canada and over 40 countries. Visit Seattle is projecting a 2.5% increase in 2020 overnight stays over 2019. The Port of Seattle is projecting an increase over a record 2019 cruise ship season in which over 1.2 million guests came through Seattle. Cruise visitors traditionally stay for at least two days and spend an average of \$1,547 per person. **Bainbridge Island is one of the most popular day/overnight trips for pre/post cruise visitors.** Over 3,000 new hotel rooms have opened in Seattle and the Convention Center's expansion will open in 2022. Increased tourism in Seattle will continue to benefit Bainbridge Island.

2B Expected impact on or increase in overnight stays on the island.

Seattle market trending can be used to guide Bainbridge overnight forecasting. According to CBRE hotel data, all key metrics are expected to grow 2.5% in 2020. International visitor growth is projected to increase by 4.5% year over year to 2.6 million, with largest contributions from Germany, China and Canada. These key metrics will provide demand for Bainbridge Island overnight lodging. BIDA, in partnership with the Visit Bainbridge Island, BI Chamber of Commerce (BICC), Destination Bainbridge (BILA), Island partners and the North Kitsap Tourism Coalition is focusing on promoting events, activities and itineraries which will increase overnight stays on Bainbridge, particularly in the off peak season of October – May.

2C Projected economic impact on Bainbridge Island businesses, facilities, events, lodging

Visit Seattle reported 40.9 million visitors in 2018, a 2.5% increase over 2017. Visitors spent \$7.9 billion dollars, a 5.8% increase over 2017. Based on this and other research, we project a 2020 economic increase for Bainbridge Island of **2.5%**.

Visitors spend money directly for food, lodging, retail, transportation, arts, recreation and entertainment. Visitor expenditures create induced spending, whereby Bainbridge workers in turn spend money on goods and services.

2D The project's potential to draw visitors to the Island and increase overnight stays during the off season (October – May).

BIDA's primary destination marketing strategy is based on driving visitors, local and overnight demand to off peak periods (October – May). Visit Bainbridge Island's goals are tied strictly to the amount of business booked during off peak periods and we are actively involved in developing and promoting events that occur during those months.

2E The applicant's demonstrated history of organizational and project success

BIDA has successfully represented the downtown merchants in promoting a vibrant Downtown since 1992 and the 1998 designation as a nationally accredited Historic Main Street provides a number of

resources- including the B&O/PUT Tax Incentive Program which allows taxes to be retained in the community. Growing participation in all BIDA produced events allow additional marketing and promotion to draw visitors to the Island.

2F Describe any partnerships with other organizations in the proposed project, including efforts to minimize duplication and encourage cooperative marketing...

BIDA is proud to have many partnerships with Island organizations. The most important strategic development is the 2019 accreditation of Visit Bainbridge Island as a stand-alone 501(c) 6. This entity began in 2017 as a partnership between BIDA and BICC. The results to date have been more than satisfactory. We also partner and strategize with Destination Bainbridge (BILA) to assure that each organization is maximizing our reach without overlapping. Our goal is to maximize the effectiveness of scarce LTAC funding and to expand our reach in Kitsap County and Seattle/King County. Visit Seattle, Destination Marketing organizations and the Seattle Concierge Guild are also key partners. In 2020, BIDA also plans to partner with Arts & Humanities Bainbridge by participating on the universal tourism calendar.

2G Describe how this project is new to our community or reflects an innovative use of LTAC funds.

Launching Visit Bainbridge Island has been a long and rewarding process, resulting in thousands of dollars in economic contributions. New in 2020, VBI will function as a self-funded and directed entity. Investing in a universal tourism calendar is a new and much needed service.

2H Expected draw for the proposed events, - how it will generate an increase in tourism and appeal to the community.

Please see notes at each proposed event listing.

2I Capital project.

This proposal is not for a capital project.

2J Describe the degree to which the project goals and/or results can be objectively assessed.

Increased hotel/lodging occupancies can be measured by year over comparison of RevPar (revenue per available room) and lodging tax collections. Increase in business success can be measured by year over year sales tax collections and employment statistics. The Chamber also conducts a yearly 'count' of visitor traffic and we can rely on the Washington State Ferry statistics to keep us informed of both vehicle and foot traffic volumes by month.

2K describe the degree to which the project will leverage award funds with additional matching funds or donated in-kind goods or services.

Volunteer hours, staff project management, sponsorships and in-kind donations form the framework of BIDA's programs and contribute to leveraging award funding. BIDA can document over 2,500+ yearly volunteer hours. When calculated at \$12.00 per hour, the leveraged amount totals \$30,000. In-kind of steeply discounted goods and services account for an additional \$15,000 each year. Since all BIDA events are free to the public, we rely heavily on cash sponsorships from companies like Virginia Mason, Kitsap Bank, Columbia Bank, John L. Scott Realtors, Cook Family Funeral Home, Tour Bainbridge, COBI, Puget Sound Energy and others to produce the annual event schedule.

Lodging/Tourism Fund Application 2020
Bainbridge Island Downtown Association Budget - Attachment A

	A	B	C	D
1	Project	Cost	Est Matching	Requested LTAC Funding
2	180,000 Walkabout Guides 2020			
3	Graphic Design	\$2,000		
4	Printing	\$18,000		
5	Labor	\$5,600		
6	Distribution Certified Folder	<u>\$5,300</u>		
7	Total Cost Walkabout	\$30,900	\$12,000	\$18,900
8	July 3 Street Dance/Celebrate Bainbridge			
9	Liability Insurance	\$1,000		
10	Staff Labor	\$2,000		
11	Hired Labor/Onsite Execution	\$3,200		
12	Equipment Rental/Signage	\$1,350		
13	Event Supplies	\$1,300		
14	Bands/Entertainers	\$2,500		
15	Permits, Printing, Postage, Design, Adv	\$2,500		
16	Contract Services AV	<u>\$4,600</u>		
17	Total July 3	\$18,450	\$8,500	\$9,950
18	Monthly Art Walk			
19	Staff Labor	\$2,500		
20	Graphic Design/Distribution	\$2,400		
21	Printing & copying	\$1,800		
22	Total Art Walk	<u>\$6,700</u>	<u>\$500</u>	\$6,200
23	Girls Night Out			
24	Advertising	\$1,300		
25	Bands/Entertainers	\$450		
26	Graphic Design	\$1,200		
27	Event Supplies	\$2,300		
28	Staff Labor	\$4,000		
29	Printing/copying	\$1,500		
30	Total Girls Night Out	<u>\$10,750</u>	<u>\$3,000</u>	\$7,750
31	Trick or Treat Downtown			
32	Bands/Entertainers	\$550		
33	Event supplies	\$600		
34	Staff Labor	\$1,600		
35	Permits/Graphic Design/printing/copying	<u>\$500</u>		
36	Total Trick or Treat Downtown	\$3,250	\$500	\$2,750

Lodging/Tourism Fund Application 2020
 Bainbridge Island Downtown Association Budget - Attachment A

	A	B	C	D
37	Holiday Celebrations			
38	Contract Labor/Tree/AV	\$4,700		
39	Staff labor	\$3,300		
40	Storage/Stars N Scrolls	\$2,400		
41	Advertising	\$2,500		
42	Equipment rental/maintenance	\$1,150		
43	Graphic Design	\$2,700		
44	Permits/Printing/copying	\$6,850		
45	Postage	<u>\$1,100</u>		
46	Total Holiday	\$24,700	\$3,500	\$21,200
47	Memberships			
48	Membership National Main Street	\$350		
49	Membership Visit Seattle	\$500		
50	Membership Washington Tourism Alliance	\$500		
51	Total Memberships	\$1,350		\$1,350
52	Total LTAC Request	\$96,100	\$28,000	\$68,100

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 Cash Basis

Bainbridge Island Downtown Association

Profit & Loss

January through December 2018

	Jan - Dec 18
Ordinary Income/Expense	
Income	
Direct Public Support	
B&O tax credit incentive prog.	120,039.21
Individ, Business Contributions	28,100.00
Direct Public Support - Other	503.13
Total Direct Public Support	148,642.34
Government Grants (LTAC)	45,988.35
Indirect Public Support	
Affiliated Org. Contributions	6,210.03
Indirect Public Support - Other	2,044.10
Total Indirect Public Support	8,254.13
Membership Dues	31,412.54
Program Income(Service Revenue)	
Banner	-457.50
Kiosk	150.00
Prog Service Fees	
Booth Fees	2,350.00
Participation Fee	1,983.35
Total Prog Service Fees	4,333.35
Walk About Guide Display Ads	28,882.46
Total Program Income(Service Revenue)	32,908.31
Total Income	267,205.67
Gross Profit	267,205.67
Expense	
Advertising Expenses	5,959.87
Bank Charges	-13.97
Business Registration Fees	10.00
Casual Labor	500.00
Computer/Network Support	2,444.13
Conference/Convention/Meetings	3,357.08
Contracted Services	37,381.37
Dues & Suscriptions	2,148.76
Equip Rental and Maintenance	1,067.15
Event Supplies	8,406.88
Facilities and Equipment	1,305.91
Gifts	150.09
Graphic Design/Web Design	9,244.00
Gross Payroll Expenses	
Exec. Director	87,369.16
Hourly Wages	1,006.25
Program Manager	38,163.42
Gross Payroll Expenses - Other	10,257.41
Total Gross Payroll Expenses	136,796.24
Hospitality	1,114.24
Insurance - Liability, D and O	2,363.50
List Rental/Certified Folder	5,229.25
Meals & Entertainment	113.87
Memberships and Dues	510.00
Office Supplies	5,035.85
Outside Contract Services	150.00
Parking, Tolls, Ferry	40.00
Permits, Licenses, Other Costs	315.00
Postage, Mailing Service	2,143.18
Printing and Copying	30,301.90
Professional Fees	

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Cash Basis

Bainbridge Island Downtown Association
Profit & Loss
January through December 2018

	<u>Jan - Dec 18</u>
Accounting	2,121.00
Total Professional Fees	2,121.00
Property Insurance	1,403.00
Rent, Parking, Utilities	
Rent - office	12,580.00
Rent - storage	2,136.00
Staff Parking	40.00
Utilities	208.94
Total Rent, Parking, Utilities	14,964.94
Telephone, Telecommunications	
Internet	1,848.12
Telephone, Telecommunications - Other	115.85
Total Telephone, Telecommunications	1,963.97
Travel	
Mileage	98.10
Total Travel	98.10
Total Expense	276,625.31
Net Ordinary Income	-9,419.64
Other Income/Expense	
Other Expense	
Payments to Affiliates	1,380.03
Voided check tracking	0.00
Total Other Expense	1,380.03
Net Other Income	-1,380.03
Net Income	<u><u>-10,799.67</u></u>

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 Cash Basis

Bainbridge Island Downtown Association Profit & Loss Budget Overview January through December 2019

	TOTAL
	Jan - Dec 19
Ordinary Income/Expense	
Income	
Direct Public Support	
B&O tax credit incentive prog.	125,000.00
Corporate Contributions	46,500.00
Direct Public Support - Other	16,857.50
Total Direct Public Support	188,357.50
Government Grants (LTAC)	50,000.00
Indirect Public Support	
Affiliated Org. Contributions	5,194.25
Indirect Public Support - Other	3,761.42
Total Indirect Public Support	8,955.67
Membership Dues	32,000.00
Program Income(Service Revenue)	
Banner	975.00
Prog Service Fees	
Booth Fees	1,800.00
Participation Fee	4,375.23
Total Prog Service Fees	6,175.23
Walk About Guide Display Ads	18,715.82
Total Program Income(Service Revenue)	25,866.05
Total Income	305,179.22
Gross Profit	305,179.22
Expense	
Advertising Expenses	2,918.00
Bank Charges	80.00
Computer/Network Support	1,200.00
Conference/Convention/Meetings	5,053.42
Contracted Services	30,729.93
Dues & Suscriptions	1,525.56
Equip Rental and Maintenance	3,860.98
Event Supplies	24,745.01
Facilities and Equipment	2,594.33
Gifts	120.00
Graphic Design/Web Design	7,829.50
Gross Payroll Expenses	
Exec. Director	79,018.48
Program Manager	37,790.11
Gross Payroll Expenses - Other	14,292.37
Total Gross Payroll Expenses	131,100.96
Hospitality	1,559.42
Insurance - Liability, D and O	4,141.00
Interest Expense - General	22.30
Janitorial Services	674.21
List Rental/Certified Folder	5,200.00
Meals & Entertainment	10.00
Memberships and Dues	475.00
Office Supplies	4,365.85
Outside Contract Services	4,512.32
Parking, Tolls, Ferry	85.10
Permits, Licenses, Other Costs	368.48
Postage, Mailing Service	5,524.15
Printing and Copying	34,707.18
Professional Fees	

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Cash Basis

Bainbridge Island Downtown Association
Profit & Loss Budget Overview
January through December 2019

	TOTAL
	Jan - Dec 19
Accounting	9,600.00
Total Professional Fees	9,600.00
Rent, Parking, Utilities	
Rent - office	12,828.00
Rent - storage	2,400.00
Staff Parking	180.00
Utilities	1,800.00
Total Rent, Parking, Utilities	17,208.00
Staff Development/Education	671.48
Telephone, Telecommunications	
Internet	1,800.00
Total Telephone, Telecommunications	1,800.00
Travel	
Mileage	503.31
Travel - Other	225.54
Total Travel	728.85
Total Expense	303,411.03
Net Ordinary Income	1,768.19
Other Income/Expense	
Other Expense	
Payments to Affiliates	500.00
Voided check tracking	0.00
Total Other Expense	500.00
Net Other Income	-500.00
Net Income	1,268.19

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 Cash Basis

Bainbridge Island Downtown Association Profit & Loss Budget vs. Actual January through August 2019

	Jan - Aug 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Direct Public Support				
B&O tax credit incentive prog.	76,400.00	82,000.00	-5,600.00	93.2%
Corporate Contributions	0.00	41,620.00	-41,620.00	0.0%
Individ, Business Contributions	9,800.00			
Direct Public Support - Other	0.00	16,857.50	-16,857.50	0.0%
Total Direct Public Support	86,200.00	140,477.50	-54,277.50	61.4%
Government Grants (LTAC)	57,483.32	42,866.92	14,616.40	134.1%
Indirect Public Support				
Affiliated Org. Contributions	5,587.06	5,194.25	392.81	107.6%
Indirect Public Support - Other	2,084.93	3,761.42	-1,676.49	55.4%
Total Indirect Public Support	7,671.99	8,955.67	-1,283.68	85.7%
Membership Dues	30,500.00	33,879.27	-3,379.27	90.0%
Program Income(Service Revenue)				
Banner	1,000.00	600.00	400.00	166.7%
Prog Service Fees				
Booth Fees	2,350.00	1,800.00	550.00	130.6%
Participation Fee	2,040.40	3,722.63	-1,682.23	54.8%
Total Prog Service Fees	4,390.40	5,522.63	-1,132.23	79.5%
Walk About Guide Display Ads	30,100.00	18,594.92	11,505.08	161.9%
Total Program Income(Service Revenue)	35,490.40	24,717.55	10,772.85	143.6%
Total Income	217,345.71	250,896.91	-33,551.20	86.6%
Gross Profit	217,345.71	250,896.91	-33,551.20	86.6%
Expense				
Advertising Expenses	905.50	1,985.00	-1,079.50	45.6%
Bank Charges	-136.75	65.00	-201.75	-210.4%
Casual Labor	1,040.00			
Computer/Network Support	1,022.52	800.00	222.52	127.8%
Conference/Convention/Meetings	3,531.75	4,053.42	-521.67	87.1%
Contracted Services	17,714.17	19,327.47	-1,613.30	91.7%
Dues & Suscriptions	1,090.09	800.56	289.53	136.2%
Equip Rental and Maintenance	795.41	2,004.02	-1,208.61	39.7%
Event Supplies	8,284.84	19,597.54	-11,312.70	42.3%
Facilities and Equipment	1,314.19	1,463.50	-149.31	89.8%
Gifts	30.00	80.00	-50.00	37.5%
Graphic Design/Web Design	4,568.00	5,115.50	-547.50	89.3%
Gross Payroll Expenses				
Exec. Director	55,707.64	54,428.09	1,279.55	102.4%

151

Bainbridge Island Downtown Association Profit & Loss Budget vs. Actual January through August 2019

	Jan - Aug 19	Budget	\$ Over Budget	% of Budget
Program Manager	24,028.82	25,728.46	-1,699.64	93.4%
Gross Payroll Expenses - Other	6,665.95	11,400.20	-4,734.25	58.5%
Total Gross Payroll Expenses	86,402.41	91,556.75	-5,154.34	94.4%
Hospitality	805.21	652.10	153.11	123.5%
Insurance - Liability, D and O	4,378.60	4,141.00	237.60	105.7%
Interest Expense - General	0.00	22.30	-22.30	0.0%
Janitorial Services	703.56	554.21	149.35	126.9%
Legal Fees	-336.07			
List Rental/Certified Folder	5,361.46	5,200.00	161.46	103.1%
Meals & Entertainment	0.00	0.00	0.00	0.0%
Memberships and Dues	0.00	350.00	-350.00	0.0%
Office Supplies	3,806.28	3,885.78	-79.50	98.0%
Outside Contract Services	647.36	3,599.68	-2,952.32	18.0%
Parking, Tolls, Ferry	40.00	25.10	14.90	159.4%
Permits, Licenses, Other Costs	46.00	193.48	-147.48	23.8%
Postage, Mailing Service	1,949.67	3,207.40	-1,257.73	60.8%
Printing and Copying	35,520.77	27,916.83	7,603.94	127.2%
Professional Fees				
Accounting	2,300.00	6,400.00	-4,100.00	35.9%
Legal	1,778.40			
Total Professional Fees	4,078.40	6,400.00	-2,321.60	63.7%
Rent, Parking, Utilities				
Rent - office	8,552.00	8,552.00	0.00	100.0%
Rent - storage	1,558.05	1,600.00	-41.95	97.4%
Staff Parking	0.00	120.00	-120.00	0.0%
Utilities	268.66	1,200.00	-931.34	22.4%
Total Rent, Parking, Utilities	10,378.71	11,472.00	-1,093.29	90.5%
Staff Development/Education	0.00	300.00	-300.00	0.0%
Telephone, Telecommunications				
Internet	115.60	1,200.00	-1,084.40	9.6%
Telephone, Telecommunications - Other	813.23			
Total Telephone, Telecommunications	928.83	1,200.00	-271.17	77.4%
Travel				
Mileage	0.00	423.31	-423.31	0.0%
Travel - Other	36.00	0.00	36.00	100.0%
Total Travel	36.00	423.31	-387.31	8.5%
Travel and Meetings				
Conference, Convention, Meeting	120.85			

2:58 PM
 09/03/19
 Cash Basis

**Bainbridge Island Downtown Association
 Profit & Loss Budget vs. Actual
 January through August 2019**

	Jan - Aug 19	Budget	\$ Over Budget	% of Budget
Total Travel and Meetings	120.85			
Total Expense	195,027.76	216,391.95	-21,364.19	90.1%
Net Ordinary Income	22,317.95	34,504.96	-12,187.01	64.7%
Other Income/Expense				
Other Expense	2,066.78	0.00	2,066.78	100.0%
Payments to Affiliates	0.00	0.00	0.00	0.0%
Voided check tracking				
Total Other Expense	2,066.78	0.00	2,066.78	100.0%
Net Other Income	-2,066.78	0.00	-2,066.78	100.0%
Net Income	<u>20,251.17</u>	<u>34,504.96</u>	<u>-14,253.79</u>	<u>58.7%</u>

17

Dear LTAC Committee Members,

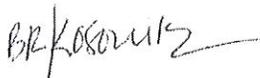
I am writing to express my support of the Bainbridge Island Downtown Association's application for the LTAC, 2020 cycle.

The Bainbridge Island Historical Museum is fortunate to have had the support of the Downtown Association over the years as we work to share the diverse stories of Bainbridge Island to community members and day tourists alike. Their volunteers and staff are always ready to promote the Museum and drive traffic our way during open hours.

Beyond our Museum, the Downtown Association collaborates with all of the local arts and culture organizations in downtown Winslow and beyond helping to foster a network of partnerships that translates into exceptional experiences for visitors. Their organization is a critical part of the foundation of this community and we appreciate the economic growth that they have worked to initiate here on Island.

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

Sept 5, 2019

To: 2020 Lodging Tax Advisory Committee

From: Theresa Collier, Owner, Plum Boutique, Bainbridge Island, WA 98110

Re: Letter of support for Bainbridge Island Downtown Association's 2020 LTAC proposal

We would like to offer our support for the Bainbridge Island Downtown Association's 2020 application for Lodging Tax funds.

BIDA's long time contribution to the economic vibrancy of Downtown is well documented and they continue to evolve their marketing efforts to stay relevant and effective. Reaching out to locals and visitors alike, BIDA is the core organization dedicated to creating long term and sustainable economic growth.

A nationally accredited Main Street organization, BIDA's involvement with the Washington Trust for Historic Preservation, the Washington Tourism Alliance and local organizations promotes Downtown as the heart of our island and a unique place to live, work, stay, dine, shop and play.

BIDA produces the annual Walkabout Guide and distributes it throughout the year to 270 visitor locations. It is by far the most widely used and effective marketing collateral for the island. BIDA also produces a wide variety of events and special opportunities for businesses to engage in effective marketing to locals and visitors. Development of itineraries and partnerships on the Island have been produced tangible results, particularly in the off peak season from November through April.

I encourage the Committee to fully fund BIDA's request for LTAC funding.

Thank you for your consideration.



Theresa Collier

Plum

124 Winslow Way E

Bainbridge Island, WA 98110



Natalie Rodriguez
CEO, Tour Bainbridge
206.359.2201

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

August 26, 2019

Dear Lodging Tax Committee,

I am writing this letter in support of the Bainbridge Island Downtown Association's 2020 Lodging Tax proposal.

As a partner of the Bainbridge Island Downtown Association, Tour Bainbridge has benefitted greatly from their efforts in supporting not only Tour Bainbridge, but a thriving Downtown Bainbridge Island and beyond. The Bainbridge Island Downtown Association has helped Tour Bainbridge create strategic partnerships and alliances with multiple other organizations and businesses.

The Bainbridge Island Downtown association is also responsible for creating and distributing the very popular walk about guides printed for the Bainbridge Island downtown. The walk about map is key to helping tourists and visitors to find their way through our downtown core. The Bainbridge Island Downtown Association also hosts multiple events to help promote and create a vibrant downtown community for visitors and locals alike.

Please show your support of the Bainbridge Island Downtown Association by funding their proposal.

Sincerely yours,

Natalie Rodriguez



September 12, 2019

To: 2020 Lodging Tax Advisory Committee

From: Bainbridge Island Winery Alliance

Re: Letter of support for Bainbridge Island Downtown Association's
2020 LTAC proposal

The Bainbridge Island Wineries would like to offer our support for the Bainbridge Island Downtown Association's 2020 application for Lodging Tax funds. BIDA has been a great partner in helping promote our Wine on the Rock events for the past three years. They have been a great partner to help increase overnight tourism on the island and their support has been invaluable.

BIDA's long time contribution to the economic vibrancy of Downtown is well documented and they continue to evolve their marketing efforts to stay relevant and effective. Reaching out to locals and visitors alike, BIDA is the core organization dedicated to creating long term and sustainable economic growth.

A nationally accredited Main Street organization, BIDA's involvement with the Washington Trust for Historic Preservation, the Washington Tourism Alliance and local organizations promotes Downtown as the heart of our island and a unique place to live, work, stay, dine, shop and play.

BIDA produces the annual Walkabout Guide and distributes it throughout the year to 270 visitor locations. It is by far the most widely used and effective marketing collateral for the island. BIDA also produces a wide variety of events and special opportunities for businesses to engage in effective

marketing to locals and visitors. Development of itineraries and partnerships on the Island have been produced tangible results, particularly in the off peak season from November through April.

I encourage the Committee to fully fund BIDA's request for LTAC funding.

Thank you for your consideration.

Brooke Huffman
Executive Director, Bainbridge Island Winery Alliance



September 5, 2019

Lodging Tax Committee Members,

It is my pleasure to write this letter of support and partnership of the Bainbridge Island Downtown Association and its 2020 Lodging Tax Grant Proposal.

As Executive Director of Visit Bainbridge, I rely heavily on the support of both BIDA and the Bainbridge Island Chamber of Commerce. Over the past two years, they have been instrumental in providing the structure necessary to implement a Destination Marketing Organization for Bainbridge Island. This has included such things as administration and personnel support, collateral, collaboration and financial structure. BIDA's strong ties within the downtown merchant community have been critical to Visit Bainbridge developing partnerships with key tourism stakeholders.

One of the most valuable BIDA tourism assets are its Walkabout Guide. These maps are the gold standard for local concierge and visitor referrals to Bainbridge. I also provide these maps in all my prospecting for day and overnight group business leads with great success.

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

Warm Regards,

Chris Mueller

Christine Mueller
Executive Director
Visit Bainbridge

STRONG SUSTAINABLE LOCAL

BAINBRIDGE ISLAND CHAMBER OF COMMERCE

BOARD OF DIRECTORS

August 12, 2019

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Kitsap Bank

Marshall Suites

Puget Sound Energy

GOLD

HomeStreet Bank

Rotary Club of Bainbridge

Sears & Associates

TILZ Soils & Compost

Town & Country Market

To: 2020 Lodging Tax Advisory Committee
Re: Bainbridge Island Downtown Association

Committee Members,

The Chamber would like to offer its support for the Bainbridge Island Downtown Association proposal for tourism marketing on Bainbridge Island.

We are pleased to work with BIDA to distribute the Walk-About guide for tourists who are looking for businesses in the Winslow area. The guide is distributed by our staff in the office and at the ferry terminal.

Just as the Chamber greets our many visitors as they come onto the island, the Downtown Association merchants greet the visitors in the shops, books stores, restaurants and sidewalks of downtown Winslow.

Several years ago, the Chamber partnered with BIDA to create the Bainbridge Island Visitors Bureau. This has provided us the opportunity to expand our marketing of the island to the convention demographic in Seattle each year. This is an exciting addition to the marketing efforts already in place.

We have also expanded our reach with Celebrate Bainbridge and the partnerships created with COBI, Bainbridge Youth Services and The Rotary Club of Bainbridge Island. Working together, we create a dynamic marketing program. Each group keying in on its own strengths yet keeping in mind how it interrelates to the marketing plan.

Respectfully,


Rex Oliver, IOM
President/CEO
Bainbridge Island Chamber of Commerce



**BAINBRIDGE ISLAND
MUSEUM OF ART**

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Chris Snow

Julie Speidel

September 7, 2019

To: 2020 Lodging Tax Advisory Committee

From: Sheila Hughes, Executive Director Bainbridge Island Museum of Art

Re: Letter of support for Bainbridge Island Downtown Association's 2020 LTAC proposal

Dear LTAC Leadership,

We would like to offer our support for the Bainbridge Island Downtown Association's 2020 application for Lodging Tax funds.

BIDA is one of the key partners in the work that is underway to preserve and encourage economic vibrancy in downtown Bainbridge, an important civic initiative with regional impact. They do this by working year-round to market the downtown core to a wide range of constituents – locals, PNW visitors, regional day trippers, and other key groups.

Their programs are many and varied. Through their status as a nationally accredited Main Street organization and their involvement with the Washington Trust for Historic Preservation, the Washington Tourism Alliance and local organizations, BIDA does an excellent job of positioning the Bainbridge downtown as the heart of our island and a unique place to live, work, stay, dine, shop and play.

BIDA produces the annual Walkabout Guide, by far the most widely used and effective marketing collateral for the island. BIDA also produces a wide variety of events and special opportunities for businesses to engage in effective marketing to locals and visitors.

Development of itineraries and partnerships on the Island have been produced tangible results, particularly in the off peak season from November through April.

I encourage the Committee to support BIDA's request for LTAC funding. Thank you for your consideration.

With appreciation for the work you do in this region,

Sheila Hughes

Executive Director, Bainbridge Island Museum of Art

25