

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

Project Name: **4th of July Fireworks**

Name of Applicant Organization: **Bainbridge Island Lodging Association (BILA)**

Applicant Organization IRS Chapter Status and Tax ID Number: **501(c)3; EIN: 71-1051175**

Date of Incorporation as a WA Corporation and UBI Number: **January 16, 2002 / 602-175-381**

Primary Contact: **Kelly Gurza and Scott Isenman**

Mailing Address: **P.O. Box 10895, Bainbridge Island, Washington 98110**

Email(s): **KellyGurza@gmail.com and SIsenman@gmail.com**

Cellphone: **Kelly Gurza: 1 650 776-8306**
Scott Isenman 1 206 661-6531

	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.

LODGING/TOURISM FUND APPLICATION 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.

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 the number of tourists estimated to attend for 2020. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2020?

This proposal is being submitted as a partnership between the Bainbridge Island Lodging Association and the all-volunteer 4th of July Fireworks/Drone Committee.

Bainbridge Island Lodging Association (BILA) has been a federal and state non-profit since 2001. Our mission is to promote overnight tourism by providing a comprehensive tourism website, promoting overnight travel, and working in partnerships to promote events, attractions, and tourism activities on our island.

The Island Lodging Association has worked with the Fireworks Committee for several years – to lengthen overnights stays over the 4th of July holiday. The fireworks show can add an additional overnight stay to island visitors that are drawn to the island for the July 4th holiday festivities. The event caps off the series of island activities that are featured that week. Lodging owners explain the holiday festivities to our guests and encourage them to take advantage of all of the events. The Fireworks Show is especially convenient to the hotels, inn and vacation rentals that are near downtown and guests can walk to the waterfront to see the show.

The event proposed is a patriotic display on the night of July 4th incorporating traditional fireworks and innovative use of advanced technologies to deliver an engaging and unforgettable display.

Rather than the routine traditional pyrotechnic-only display, this year's plan is to incorporate a combined display of fireworks with a computer-choreographed aerial drone light show forming patriotic imagery and coordinated with a musical, narrated soundtrack.

The display will last approximately 15-20 minutes.

The 4th of July fireworks displayed has been staged for the last decade by Bainbridge Island Fireworks, a Washington state registered non-profit, with funding raised by the small fireworks committee from businesses and individuals on Bainbridge Island. With each passing year, viewership and spectators present has grown with visiting boats filling the harbor and viewers lining the shores of Eagle Harbor.

Total attendance is difficult to estimate but is clearly in the multiple thousands and further serves to keep visitors to the island beyond the mid-day and afternoon activities in town on the day of July 4th into the evening and even overnight. This was clearly evidenced after last years cancellation of the displays causing many hotel room cancellations on the night of July 4.

In the past, the display has been promoted by partnering with BIDA and the Chamber of Commerce to combine with their public communications of the days activities. This would be the planned approach for this year as well.

2. If appropriate, please identify any project partners and briefly describe the involvement of each. Please note that the maximum award of \$137,500 will apply to any single project, even if proposed by a team of partners.

The Bainbridge Island Lodging Association has partnered with the past several years because the fireworks show can add an additional overnight stay to island visitors that are drawn to the island for the July 4th Holiday festivities. This year the BILA representatives will...

- join the volunteer oversight committee
- assist with marketing and fundraising,
- ensure that a promotional flyer is available from the hosts at overnight lodging,
- Create and undertake a social media campaign,

If the main proposal from the Lodging Association is funded BILA will be able to include the Fireworks/Drone Show event in blogs, and other promotional activities. BILA will also consider the possibility of using the Event Platform for all of the Celebrate Bainbridge activities.

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 (2015-2019).

2019	\$50,000	Website enhancements, technical solutions for search functions. Collaborated with other organizations. Partnerships for tourism event and Walkabout Guide.
2018	\$50,000	Enhanced website to include shopping, travel itineraries. Partnered with BIDA on Walkabout Guide and with Visit Kitsap
2017	\$48,000	New trip-planning website at www.DestinationBainbridge.com ; Internet marketing; Partnerships for Overnight Lodging Packages
2016	\$0	BILA received no Lodging Tax funding in 2016
2015	\$27,743	Lodging website; Social media and targeted advertising; Community partnerships

The Lodging Association has received funds annually to promote overnight lodging. Last year we requested funding to support the operations of the July 4th event. However the event was cancelled.

4. If any previous projects by the applicant were funded through the Lodging Tax (Civic Improvement) Fund and were not completed and/or if reports were not submitted to the City as requested, please explain:

The only incomplete project by BILA resulted from the cancellation of the 2019 Fireworks.

LODGING/TOURISM FUND APPLICATION Project Information

1. Describe the proposed project.

a. **Scope:** Identify the Project's main objectives and how each will be achieved. Be as specific as possible about the proposed services, measurable impacts, distribution method, and costs.

The objective of the project and proposed service is to stage a noteworthy patriotic July 4th display.

The proposed display is an integrated hybrid display combining traditional pyrotechnics with state-of-the-art drone technology to enhance the display to integrate a vocal narrative which revolutionizes the display from just a series of booms and flashes to a storyline of patriotic and regional images which is reinforced and enhanced by an prerecorded and synchronized narrative and musical soundtrack.

To accomplish the display, 2 different areas will be used for staging:

Drones: the drone display itself will occur over the harbor, in the vicinity of Pritchard Park and in coordination with the fireworks display. The fleet of 50-60 drones will be staged and launched from the WSF Trask pier.

Fireworks: Different than prior years, the pyrotechnics will be staged and launched from floating platforms (2 platforms 8' x 20' in current planning) which will not require the cost and complexity of professional barge and tug services. While this will require a one-time investment of a few thousand dollars, it will reduce the overall cost by \$5,000 in coming years.

The show is free and open to any and all viewers. Viewing is facilitated by the organization by providing information about the display and safe viewing location on their website and Facebook pages. Further, through the special event permit with COBI, we ensure control, convenience and safety by erecting signage and street closure as well as providing bathroom facilities and trash collection at Pritchard Park. The Parks Department has always been complimentary of the quality of our post-show clean-up.

Finally, our objective as a partnership is to present an evening show that will encourage tourists to spend an additional night in paid accommodations on the Island. Last year the downtown hotels experienced a significant exodus on the 4th of July when guests understood that the annual fireworks show was cancelled. For many visitors and residents the show is the culmination of the holiday period and an important tradition of our summer months.

b. **Budget:** Include a detailed budget for the proposed project with itemized 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.

Our budget for this display is simple – This year we will be having all services provided through one vendor – Boomtown Productions. The final amount is still TBD but is in the \$60,000 range. This price will include the pyrotechnics, drone show, including all professional services for programming and execution, and music/narrative soundtrack. This also includes all other services including

regulatory permits like Coast Guard, FAA, and transportation of people and equipment to and from the event.

One additional cost is the possible provision of a loudspeaker system to amplify the soundtrack. While not executed, last year’s bid for this service, from Flamingo Audio, was approximately \$2,000. The drone vendor is actively working on a mobile app that would provide real-time broadcast of the soundtrack that would enable not only music by spoken narrative to given meaning and expansion to the planned drone formations. The app and program will enable acknowledgement of sponsors and also potentially any other messaging to convey, like real-time public safety announcement.

July 4th Annual Show Budget	Amount
Show vendor (Boomtown Productions) – development & execution – pyro/drone/sound	\$50,000
Sound Amplification	\$2,000
Floating platform purchase (one-time)	\$10,000
Advertising and Publicity	\$3,000
Annual Show support costs (dumpsters, portable toilets, signage, permits, etc.)	\$2,000
G&A	\$2,000
Total Annual 2020 Budget	\$69,000

Budget Item	LTAC Request	Other Sources	Value of In-Kind
Show (Boomtown Productions) vendor services for pyro/drone show development and execution	\$40,000	\$20,000	
Purchase/fabrication of floating platforms for show (one-time capital investment)	\$5,000	\$5,000	
Sound Amplification	\$0	\$2,000	
Fundraising	\$0		\$3,000
Show Operation Planning and Execution Support			\$3,000
Post-show beach clean-up			\$1,000
Total	\$45,000	\$27,000	\$7,000

c. **Schedule:** Provide a project timeline that identifies major milestones. 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.

Major Milestones	Date
Coordinate with vendor to confirm date and availability	Early 2020
Determine Final Budget Target and Go-No-Go for commitment	April 2020
Commence fundraising activities	April/May 202
Coordinate show logistics with other groups and public safety, WSF	April-July
Show execution	July 4 th
Beach clean-up	July 5 th

2. Provide a brief narrative statement to address each of the selection criteria:

a. Expected impact on increased tourism in 2020. Please provide specific estimates of how the project will impact the number of people traveling fifty miles or more to Bainbridge Island for the activity, or who will travel from another country or state outside of Washington State to attend the activity. If appropriate, compare/contrast this impact to the actual or estimated number of tourists at your event/facility in 2018 and estimates for 2019.

There were no participants in 2019 due to the cancellation of the Fireworks show. In 2020 we estimate that 3,500 people will view the Fireworks/Drone Show over Eagle Harbor. Hundreds of viewers are on-board boats in the harbor and the marinas. Thousands of people watch from Pritchard Park and Waterfront Park. Homes around the area have viewing parties to which friends and family are invited.

This year, with the introduction of a drone show, we anticipate increased interest and an increased numbers of spectators for this event. Many people will extend their day visit to the island just to see the drone show – and we will promote the drone show throughout the region to attract technology buffs.

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 Island lodging establishments in 2020 as a result of the proposed activities. Please include the basis for any estimates.

Based on an informal survey of downtown accommodations, we estimate that 350 out of town guests will travel 50 miles or more to the island and view the show.

c. Projected economic impact on Bainbridge Island businesses, facilities, events, and amenities, including sales of overnight lodging, meals, tours, gifts, and souvenirs (helpful data may be found on the Washington State Department of Commerce website).

Dean Runyan Associates reports that for every \$1 spent on accommodations in Washington State, \$4 is spent on local retailers, restaurants, arts and entertainment businesses. We estimate that 300 overnight guests will generate \$3,000 in lodging revenue (150 hotel nights @ \$200 per night.) Additional spending in our local economy is estimated at \$12,000 for this single night.

d. The project's potential to draw visitors to the Island and increase overnight stays during the off-season, i.e., October 1 until Memorial Day.

N/A

e. The applicant's demonstrated history of organizational and project success.

BILA is partnering with Bainbridge Fireworks to stage this event because Bainbridge Fireworks has established a 10-year track record of staging these displays without a single financial default and zero incidents of safety or security in the execution of the event.

There is no other organization to provide this type of display.

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.

Bainbridge Fireworks is partnering with BILA because the benefit to the lodging community is obvious.

Further, Bainbridge Fireworks, which is the organizer of the event, is partnering with another Kitsap small business – Boomtown Productions – to stage the show. Boomtown is the newly-designated west-coast region partner for all drone shows of [Great Lakes Drones Company](#), one of the few and largest drone show vendors in the industry. This display will be one of the anchor presentations by this vendor to establish a presence in the Northwest and West Coast.

Finally we will work together with the Chamber of Commerce and the Downtown Association to promote the show.

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

While a July 4th fireworks display is not new or unique, the combination with drone technology and narrative soundtrack is expected to garner much attention in the media and enhancing the impression of Bainbridge as being a progressive and sophisticated community – much more than a sleepy bedroom community with an old-fashioned July 4th celebration.

h. Expected draw for the proposed event, in particular how it will both generate an expected increase in tourism and appeal to the community.

Having had a 10-year running record, the draw for this activity is known and very popular. This year we expect that the innovative use of technology combined with traditional pyrotechnics will garner a lot of media interest.

i. If for a capital project, detail the project's expected impact on increased tourism.

N/A

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

The best way we have found in past years to gauge viewership of this event is to assess the number of visiting boats in the harbor and numbers of viewers at Pritchard Park, Waterfront Park and the ferry lots, but we know from notes and donations that there are many, many homeowners with waterfront property on Eagle Harbor that host viewing parties. It is very problematic to try to estimate numbers of viewers at these parties.

Further, local waterfront businesses including Doc's Marina Grill and Harbor Public House have packed crowds for viewing at their locations.

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

The fireworks campaign has historically conducted fundraising in the community, from both businesses and individuals, raising about \$30K for each year's display. We have also received consistent support from Argosy Cruises which sends multiple boat loads of passengers to view the display. While this is great advertising and visibility for the island, their contribution has only been \$1,500.

The fireworks program has never received any financial support from either COBI or the Chamber of Commerce. Given that our target for this year's show is double of past years, significant financial support is going to be crucial to prevent another cancellation.