

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

Project Name:

North Kitsap Tourism Coalition - Media Support

Name of Applicant Organization: North Kitsap Tourism Coalition

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

501(c) 6 status obtained August 23, 2015

Tax ID: 47-2263450

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

September 29, 2014

UBI: 603-439763

Primary Contact:

Chris Archunde

Mailing Address:

Box 1125

Poulsbo, WA 98370

Email(s): chrisarchunde@clearwatercasino.com Day phone:

360-598-8718

Please indicate the type of project described in your proposal:

√	Project Type
√ <input 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. 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.

We are a media support group that fills a gap within the Kitsap Communities by providing today's trending productions and campaigns for establishments and groups that would be unable to afford at this level on their own.

Types of services: Digital marketing and video creation of new and existing events in order to increase the number of visitors from Outside Kitsap County and overnight stays, especially in the shoulder season; to increase the awareness of the natural resources and amenities in Kitsap County; and to reach out to audiences beyond Kitsap County.

Project Information

If granted these funds, NKTC will continue with the primary focus of utilizing digital marketing to highlight the sights, sounds and adventures that await visitors to our Kitsap Peninsula while preserving unique identities for each community.

As with most Kitsap Peninsula Lodging Establishments; Bainbridge's hotels perform at capacity during summer months. NKTC markets each community's events, annual celebrations and tourist attractions in order to increase lengths of stay and proprietor upselling.

In contrast, where everyone is at capacity during summer months; Kitsap Peninsula Establishments' inventory becomes far greater with bookings much fewer during shoulder season. Shoulder season (October through April) is when NKTC increases their efforts through specialty video production and distribution, increased frequency of EBlasts and increased Digital Marketing.

Our objectives are illustrated below:

- *Actively partnering with established events like Mochi Tsuki, Wine on the Rock and Chilly Hilly to increase their marketing reach in order to increase overnight stays and increase participants' awareness of the broader North Kitsap Experience.*
- *Developing Marketing Campaigns for events and activities during the off-season to increase overnight stays for that event and also to increase general awareness of the North Kitsap experience.*
- *Producing videos and digital content for each community that highlight the primary reasons for travelers to make the trip to the peninsula and stay at their establishments as well as producing videos and digital content for key community events that drive engagement, attendance and trip length. Video subject and content is determined by the Marketing Team as well as the Board of Directors (of which Bainbridge Island is well represented). Videos are featured on Digital and Social Media (YouTube, Facebook, and Instagram), NKTC Website, EBlasts and Blogs. Videos are available for use by any party in promoting Bainbridge.*
- *Whether it be through Facebook, YouTube, EBlasts, Videos and other digital media – all roads lead back to NKTC Website where we are then able to point folks directly toward the community or event in which their interests lie. We maintain email lists and Facebook Follower contacts that are available for specialty campaigns for our community partners represented through their support of NKTC.*
- *Bainbridge Lodging Tax support will fund: updating and maintenance of Bainbridge event information the NKTC website, Search Engine Optimization, Measurement and analysis of website performance through Google Analytics, hotel booking codes, and other digital tools. In addition, we will be researching metrics to determine its effectiveness in increasing tourist visits and overnight stays in **Bainbridge Island**. Funds will also assure inclusion in Social Media Event development, Eblast and Blog production and digital marketing strategy support for Bainbridge Island as needed.*

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.

As our organization supports North Kitsap Communities, if the full amount requested is not awarded, we would need to calibrate the Bainbridge Island specific video production and advertising to fit what we would be awarded. As an active community within our organization, Bainbridge Island would still receive the broad support we provide to participating communities, through our website and EBlasts, etc.

1. 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.**

As a media support organization our primary focus is in production and marketing, so citing specific attendance numbers is difficult. We monitor and evaluate project success based on concrete statistics from the channels we publish on and take feedback from organizations and proprietor's targeted events.

- 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.**

As noted above, we report numbers through direct click through to partner pages and sites. (See Bainbridge 2019 Campaigns and Reports in appendix)

- 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).**

The economic impact on Businesses and Events comes in the form of savings on Marketing Costs. As noted in our mission...we provide a level of Digital Marketing and Production that these folks would not be able to afford on their own. This savings allows businesses and event organizers to use their resources on other logistic and revenue based efforts.

- 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.**

As noted above, the lion's share of our resources are focused on community and campaign support during "shoulder season" (Labor Day through Memorial Day). While we maintain basic support through our events listings, web support and organic Facebook posts...we focus our video production support for "off-season" needs.

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

NKTC has something other groups do not and that is the combination of skilled marketing production resources coupled with complete North Kitsap Community collaboration. Our Board and Marketing Committees consist of not only community and event organizers, but businesses that are in direct completion with each other. We've been successful in leaving different competitive opinions at the door and keeping our primary focus on presenting North Kitsap Peninsula as a whole...

- 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.**

Our Board of Directors and Marketing Committee includes marketing, communication and PR professionals to include Ian Hay, Director of Marketing - Noo-Kayet Development

Corporation; Chris Archunde, Director of Marketing - Port Madison Enterprises; Kathi Foresee, Poulsbo Chamber; Shiloh Schroeder, Poulsbo Chamber; Mickey Molinaire, Bainbridge Island Chamber; Ginger Vaughn, Vice President at Quinn/Brein Public Relations; Ashley Manchester, Marketing Manager – Port Madison Enterprises; Brooke Huffman; Claire Donahue; Shirley Sax; Nancy Langwith; Colleen Carey and more.

Mike Barnet is our contracted Marketing Director. Through his support; we maintain a tourism website, provide effective digital and social media marketing campaigns, monthly EBlasts and engagement/reach results for all endeavors. Mike

also produces all tourism videos for the communities and events of NKTC. We are fortunate to have his commitment to our communities combined with his production expertise.

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

Our success is in participation and welcoming new proprietors and event organizers into our group, not just to benefit from our marketing support, but to provide invaluable input and skillsets that make our organization unique, relevant and vital for tourism success within our small communities.

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

This is represented in the engagement numbers and increased event support contained in our 2019 Marketing Support Report for Bainbridge Island. It cannot be stressed enough...the Event Organizers and Proprietors who take advantage of NKTC resources and support benefit from a level of marketing and exposure that is substantial and comparable to what an Ad agency would provide FOR A COST.

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

Please see the 2019 Marketing Support Report for Bainbridge Island (appendix). The metrics are concrete and objective. We review these results in addition to direct feedback from NKTC Members, Event Organizers and Proprietors. We use the results to determine campaigns and projects that can see similar results. This is a clinical process and we pass on projects and campaigns that do not follow our mission or do not have the basic elements in place to warrant the use of our valuable production and marketing resources.

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

NKTC is a coalition which means that we are only successful through community and collaboration. In this vein, we apply for funds from businesses, communities or committees that benefit from our support. We cannot grow if our resources do not grow and our goal has always been to provide this service at no or low cost to Event Organizers and Proprietors. We apply for and receive funds from both Port Gamble S'Klallam and Suquamish Tribes, Poulsbo, Kingston and of course Bainbridge communities.

**2019 Marketing Support Report for Bainbridge Island
January 2019**

MOCHI TSUKI FACEBOOK PROMOTION ONE - Video

Ad launched: Dec 27, 2018

Reached: 17,613 people

Video viewed: 13k

Clicks to event page from Facebook: 88

MOCHI TSUKI FACEBOOK PROMOTION TWO - Video

Ad launched: Jan 3, 2019

Reached: 3,108

Video Viewed: 1.6k

Clicks to event page from Facebook: 10

NKTC EMAIL NEWSLETTER SHOWCASING JANUARY 2019 EVENTS

Email sent: Dec 20, 2018

53 email readers clicked to NKTC's Mochi Tsuki/overnight lodging page: <http://bit.ly/2INVI96>

NKTC EMAIL BLAST ONLY FEATURING MOCHI TSUKI

Email sent: Jan 2, 2019

23 email readers clicked to NKTC's Mochi Tsuki/overnight lodging page: <http://bit.ly/2INVI96>

TOTAL PEOPLE REACHED FOR MOCHI TSUKI: 20,721

TOTAL NUMBER OF MOCHI TSUKI VIDEO VIEWS: 14,600

TOTAL NUMBER OF PEOPLE DRIVEN TO MOCHI TSUKI EVENT/LODGING PAGE: 174

February 2019

WINE ON THE ROCK PROMOTION ONE - Feb 9th - Feb 10th event

Type of ad on Facebook: Image

Ad launched on Facebook: Jan 21, 2019

People reached: 1,516

Clicks to WOTR ticket page from Facebook Ad: 101

WINE ON THE ROCK PROMOTION TWO - Feb 9th - Feb 10th event

Type of ad on Facebook: Image

Ad launched on Facebook: Jan 28, 2019

People reached: 3,714

Clicks to NKTC webpage from Facebook: 110

Clicks to WOTR ticket page from NKTC webpage: 24

WINE ON THE ROCK PROMOTION THREE - Feb 9th - Feb 10th event

Type of ad on Facebook: Image

Ad launched on Facebook: Feb 1st

People reached: 2,055

Clicks to WOTR ticket page from NKTC webpage: 16

PROMOTION FOUR - Feb 9th - Feb 10th event

Type of post on Facebook: Image

Launched on Facebook: Feb 11, 2019

People reached: 308

Clicks to WOTR ticket page from this Facebook post: Unknown

NKTC EMAIL NEWSLETTER SHOWCASING FEBRUARY WOTR

Email sent: Jan 29th

Clicks to WOTR ticket page email blast: 43

TOTAL NUMBER OF PEOPLE DRIVEN TO FEBRUARY WOTR TICKET PAGE: 184

WINE ON THE ROCK - July 27th - 28th event

Type of ad on Facebook: Image

Ad launched on Facebook: July 9, 2019

People reached: 522

Clicks to WOTR ticket page from NKTC Facebook post: 15

NKTC EMAIL NEWSLETTER SHOWCASING JULY WOTR

Email sent: July 11th

Clicks to WOTR ticket page from email blast: 34

TOTAL NUMBER OF PEOPLE DRIVEN TO JULY WOTR TICKET PAGE: 49

TOTAL PEOPLE REACHED FOR WOTR EVENTS: 8,471

TOTAL NUMBER OF PEOPLE DRIVEN TO WOTR TICKET PAGES: 233

February 2019

CUPID'S WALK PROMOTION - Video

Ad launched on Facebook: Feb 5, 2019

People reached: 5,522

Video views: 3.2k

Clicks to WOTR ticket page from Facebook Ad: 35

NKTC EMAIL NEWSLETTER SHOWCASING FEBRUARY WOTR

Email sent: Jan 29th

Clicks to Cupid's Walk webpage from email blast: 12

TOTAL PEOPLE REACHED FOR CUPID'S WALK: 5,622

TOTAL NUMBER OF CUPID'S WALK VIDEO VIEWS: 3,200

TOTAL NUMBER OF PEOPLE DRIVEN TO CUPID'S WALK WEBPAGE: 47

February 2019

CHILLY HILLY PROMOTION

Type of ad on Facebook: Image

Ad launched on Facebook: Feb 18, 2019

People reached: 1,180

Clicks to WOTR ticket page from NKTC Facebook post: 16

TOTAL PEOPLE REACHED FOR CHILLY HILLY EVENT: 1,180

TOTAL NUMBER OF PEOPLE DRIVEN TO CHILLY HILLY WEBPAGE: 16

April 2019

NORTH KITSAP EASTER EGG HUNT PROMOTION - Video

Ad launched on Facebook: April 15, 2019

People reached: 11,735

Video views: 5.5k

Clicks to WOTR ticket page from Facebook Ad: 37

NKTC EMAIL NEWSLETTER SHOWCASING FEBRUARY WOTR

Email sent: April 1, 2019, and April 16, 2019

Clicks to MEGGA Hunt webpage from email blast: 94

TOTAL PEOPLE REACHED FOR CUPID'S WALK: 12,405

TOTAL NUMBER OF EASTER EGG HUNT VIDEO VIEWS: 5,500

TOTAL NUMBER OF PEOPLE DRIVEN TO CUPID'S WALK WEBPAGE: 131

April 2019

GIRLFRIEND'S DAY OUT PROMOTION

Type of ad on Facebook: Image

Ad launched on Facebook: April 29, 2019

People reached: 1,078

Clicks to WOTR ticket page from NKTC Facebook post: 29

NKTC EMAIL NEWSLETTER SHOWCASING GDO

Email sent: May 1, 2019, and April 16, 2019

Clicks to Girlfriend's Day Out webpage from email blast: 20

TOTAL PEOPLE REACHED FOR GDO EVENT: 1,372

TOTAL NUMBER OF PEOPLE DRIVEN TO GDO WEBPAGE: 29

May 2019

LOCAL YARN SHOP TOUR PROMOTION - Video

Ad launched on Facebook: May 10, 2019

People reached: 12,633
Video views: 6.8k
Clicks to WOTR ticket page from Facebook Ad: 131

TOTAL PEOPLE REACHED FOR LYST: 12,633
TOTAL NUMBER OF LYST VIDEO VIEWS: 6,800
TOTAL NUMBER OF PEOPLE DRIVEN TO LYST WEBPAGE: 131

July 2019

BI 3RD OF JULY PROMOTION
Type of ad on Facebook: Image
Facebook post: July 2, 2019
People reached: 863
Clicks to WOTR ticket page from NKTC Facebook post: 12

NKTC EMAIL NEWSLETTER SHOWCASING 3RD OF JULY
Email sent: June 25, 2019
Clicks to 3rd of July webpage from email blast: 32

TOTAL PEOPLE REACHED FOR 3RD OF JULY EVENT: 1,152
TOTAL NUMBER OF PEOPLE DRIVEN TO 3RD OF JULY WEBPAGE: 44

August 2019

SUMMER ROOFTOP MUSIC - ANGIE LYNN PROMOTION - Video
Ad launched on Facebook: August 6, 2019
People reached: 3,708
Video views: 2.2k
Clicks to WOTR ticket page from Facebook Ad: 9

TOTAL PEOPLE REACHED FOR CUPID'S WALK: 3,708
TOTAL NUMBER OF SUMMER ROOFTOP MUSIC VIDEO VIEWS: 2,200
TOTAL NUMBER OF PEOPLE DRIVEN TO CUPID'S WALK WEBPAGE: 47

August 2019

BI PICKLEBALL PROMOTION
Type of ad on Facebook: Image
Facebook post: August 14, 2019
People reached: 2,507
Clicks to BI registration page from NKTC Facebook post: 21

TOTAL PEOPLE REACHED FOR 3RD OF JULY EVENT: 2,507
TOTAL NUMBER OF PEOPLE DRIVEN TO 3RD OF JULY WEBPAGE: 21

August 2019

MOVIES AT BATTLE POINT PARK PROMOTION
Type of ad on Facebook: Image
Facebook post: August 15, 2019
People reached: 1,418
Clicks to BI registration page from NKTC Facebook post: 29

TOTAL PEOPLE REACHED FOR 3RD OF JULY EVENT: 1,418

TOTAL NUMBER OF PEOPLE DRIVEN TO MOVIES IN AT BP PARK WEBPAGE: 29

September 2019

BI QUILT FESTIVAL PROMOTION

Type of ad on Facebook: Image

Facebook post: September 9, 2019

People reached: 1,141

Clicks to BI Quilt Festival page from NKTC Facebook post: 12

NKTC EMAIL NEWSLETTER SHOWCASING BI QUILT FESTIVAL

Email sent: September 1, 2019

Clicks to BI Quilt Festival page webpage from email blast: 5

TOTAL PEOPLE REACHED FOR 3RD OF JULY EVENT: 1,379

TOTAL NUMBER OF PEOPLE DRIVEN TO BI QUILT FESTIVAL WEBPAGE: 17

GRAND TOTAL OF PEOPLE REACHED FOR BI EVENTS: 72,568

GRAND TOTAL OF VIDEO VIEWS FOR BI EVENTS: 32,300

GRAND TOTAL OF CLICKS DRIVEN TO BI TICKET/EVENT PAGES: 919

STRONG SUSTAINABLE LOCAL

BAINBRIDGE ISLAND CHAMBER OF COMMERCE

BOARD OF DIRECTORS

Executive Board

Linda Lincoln
Chair

Matt Albee
Chair Elect

Russell Everett
Secretary

Claire Chavanu
Treasurer

Kelly Muldrow
Immediate Past Chair

Directors

Rhonda Brown

Cheryle Elmquist

Kelsey Hulse

Terry Lande

Chris Miller

Adam Matschek

Edward Moydell

Rick Pedersen

Kimberly Starr

Scott Tichel

Steve Walden

Chairman's Circle

PLATINUM

Bainbridge Brewing

Bainbridge Disposal

Bainbridge Islander

First Federal

Harrison Medical Center

Kitsap Bank

Marshall Suites

Puget Sound Energy

GOLD

HomeStreet Bank

Rotary Club of Bainbridge

Sears & Associates

TILZ Soils & Compost

Town & Country Market

August 12, 2019

To: Lodging Tax Advisory Committee
Re: North Kitsap Tourism Coalition

Committee Members,

The Chamber would like to offer support for The North Kitsap Tourism Coalition submission for LTAC funding during the 2020 budget cycle.

Mickey Molnaire, Chamber staff, is a board member of the NKTC and has been representing the Chamber as that organization works to provide an umbrella marketing program for all of North Kitsap County. Partnering with the NK communities has given the NKTC team strength in its decision making and in its marketing.

The LTAC funds will be put to good use in creating information to be included in the North Kitsap Peninsula web site. Articles, day trip itineraries, where to dine and feature videos are just some of the forms that information will be take.

We have seen the results of NKTC's hard work with the production of videos and the very successful local events. We look forward to the plans for this 2020.

Again, we offer support for the application by the North Kitsap Tourism Coalition.

Respectfully,



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

LTAC Grant Selection Committee,

The Winery Alliance of Bainbridge Island (WABI) is a critical part of growing the tourism of Bainbridge Island with a mission of raising awareness of Bainbridge Island as a wine destination worth the visit. WABI does this by producing the best wine possible using grapes grown on the island as well as from Eastern Washington and organizing events to attract wine lovers and promote tourism. In order to expand our efforts and increase attendance at our events, partnership with local organizations is imperative. Since 2017, the North Kitsap Tourism Coalition has been a tremendous partner to us in helping promote our Wine on the Rock events. NKTC has created many short videos for each of the wineries to individually and for WABI as a whole to promote our Wine on the Rock events. NKTC has also spent their marketing funds on Facebook ads to promote every one of our Wine on the Rock event to date.

The videos produced by NKTC are high quality and professional and help elevate Bainbridge Island wines as well as Bainbridge Island as a whole. We would absolutely support NKTC's efforts and application for LTAC funds to help promote tourism on our island. The momentum they have started in partnership with our wineries have been invaluable and we hope to continue it again in 2020.

Thank you,



North Kitsap Tourism Alliance
2019 Budget 3/8/2019

Revenue	Budget
Cash on Hand 1/1/2019	8,000
Bainbridge Island LTAC	10,000
Olympic Property Group	2,500
Noo-Kayet Development Corporation	5,000
Port Madison Enterprises	5,000
Poulsbo LTAC	5,000
Kitsap County LTAC	8,500
Kingston Stakeholders	500
Port of Kingston	500
Total Revenue	45,000

Expenses

Creative design, implementation, managment & maintenance of social media, website, newsletter, marketing plan	27,600
Marketing content editor	1,250
Webmaster	1,200
Digital Advertising (not Facebook)	1,000
Videos	6,000
Display materials	500
Facebook Ads	4,000
Travel Writers Conference/trade show	200
Newsletter email program	150
Website domain renewals & hosting	300
Spirits and Spirits Event	1,000
Printing	200
Board/Liability Insurance	1,545
Annual State Corporate Renewal	10
Attorney fees - corporate	-
Total Expenses	44,955

Balance **45**