

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

Project Name:
Visit Bainbridge Island multi media Destination Marketing campaign

Name of Applicant Organization:
Visit Bainbridge Island

Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) Status and Tax ID Number:
Visit Bainbridge Island is a 501(c)(6), Tax EIN #83-4290465

Date of Incorporation as a Washington State Corporation and UBI Number:
Date of Incorporation March 27, 2019 UBI #604-419-884

Primary Contact:
Christine Mueller, Executive Director

Mailing Address:
147 Madrone Lane N
Bainbridge Island, WA 98110

Email(s): chris@VisitBainbridge.com

Day phone: 206-227-3612 Cell phone: 206-227-3612

Please indicate the type of project described in your proposal:

v	Project Type
<input checked="" type="checkbox"/>	Tourism marketing
<input checked="" type="checkbox"/>	Marketing and operations of special events and festivals designed to attract tourists
<input checked="" 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*

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

Visit Bainbridge Island

LODGING/TOURISM FUND APPLICATION

Visit Bainbridge Island 2020

1. **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.**

Mission

The mission of Visit Bainbridge Island (hereinafter referred to as VBI) is to operate as the Island's Official Destination Marketing Organization. VBI is dedicated to creating long term and sustainable economic growth for the Island and its partners through innovative tourism programs, promotions and partnerships to encourage day and overnight visitors.

History

Visit Bainbridge Island has been operating with a part time Director of Visitor Development since June 2017 with funding from the BI Chamber (BICC) and the BI Downtown Association (BIDA). By delivering focused destination marketing efforts, VBI has demonstrated solid economic impact, has established community tourism partnerships, developed strong Seattle contacts and has introduced Bainbridge Island to new audiences of off island visitors.

Incorporated in March 2019 as a 501(c)6, Visit Bainbridge Island seeks LTAC funding to continue promoting and amplifying the destination marketing efforts for the Island, with special emphasis given to the off-peak periods of October 1st until Memorial Day. Targeted strategic business segments include Cultural Tourism, Corporate Meetings, Conventions, International, LGBT, Sports, Domestic Leisure, Pre/Post Cruise Passengers and Special Events like Weddings.

Working with local Bainbridge and Seattle partners, VBI will continue to harness the power of tourism and increase our share of the region's estimated 40.9 million visitors. In this ever-competitive reality, our future success will be about the power of the Bainbridge Island "brand" awareness.

Achievements and Collaborations

Since beginning in June 2017, VBI has produced tangible results in coordinating and promoting Bainbridge Island, highlights include:

*Inbound Familiarization Tours (10) *Corporate Meeting and Event Planner Site Inspections (3) *Event Representation at Industry Trade Shows and Meetings (7) *Travel Writer & Social Media Visits (10) *Alaska Airlines Magazine Feature with special BI ad placement *Photo Shoots (2) *Corporate and Association Business leads converted to Definite status (23) for an estimated economic impact in excess of \$150,000. * VBI/Visit Kitsap Peninsula/Port of Seattle International FAM attendees (7).

Collaboration is a key platform for VBI, activities include forming the Bainbridge Island Tourism Collaboration (BITC) with Destination Bainbridge, BI Wine Alliance, Chamber and Tour Bainbridge where we meet monthly to brainstorm long term strategy and opportunities to partner. Extending communication to Visit Kitsap Peninsula and the North Kitsap Tourism Coalition has also been important for cross marketing opportunities. VBI curated local Bainbridge products to include gift tote bags for VIP visits and has developed a distribution list of over (40) key tourism partners in an effort to streamline communication.

LODGING/TOURISM FUND APPLICATION
Visit Bainbridge Island 2020

- 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.**

Visit Bainbridge is proud of the many tourism partnerships it has formed over the past two years. Although this is not a partnership proposal, these collaborations have provided the platform in which we have come together under the Bainbridge Island tourism brand. Examples of partnership activities include coordinating inbound FAMs and site inspections, media inquiries, advertising opportunities and tradeshow and special event participation. Partners who participate in VBI promotional activities are: BI Downtown Association, BI Chamber of Commerce, Destination Bainbridge, BIMA, BI Parks, the Bainbridge Arts & Humanities Council, BI Historical Museum, Bloedel Reserve, BI Japanese American Exclusion Memorial, Pleasant Beach Village, Marshall Suites, Quality Inn, T&C Market, Storyville, Sail Bainbridge, Exotic Aquatics, KidiMu, Bainbridge Brewing, Bainbridge Organic Distillers, Highside Distilling, Winery Alliance of Bainbridge Island, PacWesty, Tour Bainbridge, Sage fly fishing, Heyday Farm, Sweet Dahlia Bakery, L'Atelier and a full complement of business owners.

One area of shared focus is the need for a universal tourism calendar. Our community lacks a centralized calendar, curated with content for both day and overnight visitors. At present, organizations and businesses must post the same event on multiple calendar sites. To overcome this inefficiency, Arts & Humanities Bainbridge (AHB) is partnering with Visit Bainbridge Island and Destination Bainbridge (BILA) to create a syndication module through Artsopolis. Through this new innovation, event listings can be exported from a central calendar resource (in this case Currents Online) and shared across multiple calendars, helping to reduce the amount of time that host organizations spend posting events on multiple calendars, while also reducing or eliminating the duplication of effort among the various calendars' content managers.

With this partnership, VBI will subscribe to Currents Online and syndicate a curated version of the calendar of events to provide tourist-specific events, drawing from, and leveraging, the content in the source database.

- 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).**

Visit Bainbridge Island has not requested nor been awarded LTAC grants in the past. However, in 2018 and 2019 BIDA and the BICC collaborated using LTAC funds to launch an initial Bainbridge Island Visitors Bureau, which was incorporated as Visit Bainbridge Island in March 2019, as a 501c6 .

- 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:** Not applicable.

LODGING/TOURISM FUND APPLICATION
Visit Bainbridge Island 2020

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 main objective of Visit Bainbridge Island is to function as the official Destination Marketing Organization (DMO) for the Island. Its primary focus is to attract visitors for the purpose of enhancing the local economy through the purchase of overnight accommodations, food and beverage, retail, transportation and visitor services.

In keeping with this objective, VBI will be developing a strong travel and tourism scope of work for the Island with tactical focus on the need periods of October 1st until Memorial Day. VBI will serve as the gateway to the Island, offering current information about our destination's attractions, businesses and lodging. Currently, the BICC acts as our Visitor Information Center where tourists and locals can engage with staff, pick up maps, brochures and promotional materials. A vibrant tourism community will result in economic vitality for restaurants, attractions, retail stores, festivals, cultural, and sporting events.

Project Objective A: Administrative Expenses

Build infrastructure and administration of VBI to include staff labor, scope of work, budget, secure bookkeeper and insurance, office supplies, postage, rent, telephone, post office box and legal fees.
\$48,500

Project Objective B: Customer Relationship Management (CRM)

Implement Customer Relationship Tool to manage VBI's relationships and interactions with visitors and the meeting and event customer. A CRM system will build contact management, track leads, streamline processes such as proposal writing and itineraries, produce economic impact numbers and improve productivity. *\$3,500*

Project Objective C: Marketing

Advertising: Market destination to local, drive and regional markets through digital and print campaigns, focusing on off peak periods in an effort to drive both day and overnight visitations to these time periods. *\$2,000*

Website: Maintain and enhance VisitBainbridge.com (launched in June 2018) to continue building on website momentum. This would include hosting fees, updated content and directory of local attractions and lodging, dynamic webpage layout, updating and creating backup files and key word placement to enhance google search. In 2020 VBI will also implement a universal tourism calendar (Currents Online) in collaboration with Arts & Humanities Bainbridge. *\$4,000*

VisitBainbridge.com website analytics:

2018: 228,048 users, 131,710 sessions and 370,247 pageviews

2019 Jan-August: 147,122 users, 85,904 sessions and 304,990 pageviews

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Visit Bainbridge Island 2020

Brand Development and Collateral: Polish the 'launch' Visit Bainbridge brand logo with updated and refreshed look. Carry this theme throughout the development of VBI collateral to include letterhead, press kit, itineraries, tradeshow giveaways and sales collateral. *\$3,000*

Event Representation: Organize Bainbridge partner participation in industry trade shows and meetings such as the Wedding Show, NW Event Show, Seattle Hotel Concierge Association and Concierge Guild trade shows, Port of Seattle Cruise Ship Connections and Visit Seattle Customer Events such as Taste Washington. *\$2,000*

Industry Affiliations: Partnering with organizations who promote and advocate for tourism on both the local and national level is critical for networking and keeping current with industry innovation. VBI will maintain memberships with Visit Seattle, Washington State Tourism Alliance, Puget Sound Business Travel Association and Meeting Planners International. Local Bainbridge memberships to include BIDA and BICC. *\$1,500*

Bainbridge Island Special Events and Sponsorships: VBI will work with its partners to create off-peak promotions to draw both day and overnight visitors. These events will evolve into annual signature promotions. *\$1,000*

Photography/Videography: There are few curated, professional images of Bainbridge in the VBI photo library. It is critical to begin collecting these licensed images for collateral and press and media inquiries. *\$2,500*

Inbound FAMs, Client Site Inspections, Press Trips: The key focus of VBI is to bring the best quality day and overnight business to Bainbridge. Focusing on the market segments identified in the VBI mission statement, VBI will work with its partners to host prequalified meeting and event site visits and quarterly destination knowledge trips for those groups not familiar with Bainbridge. VBI will also be responsible for coordination of media visits and arrangements with Bainbridge tourism industry partners. *\$4,000*

Outbound Client Events and Sales Missions: VBI will be seeking appropriate opportunities to represent Bainbridge in outbound client events and missions. Examples of this are event participation with the Port of Seattle in destination outreach, Corporate Travel Industry Days with large local employers and other Visit Seattle sales missions promoting out of state visitors. *\$2,000*

Membership Outreach: For long term viability, VBI will be actively developing a membership program with identified benefits, such as access to leveraged social media channels, advertising, listing in visitor guides, partner events and networking opportunities and tourism leads. Initially this could be limited to a few partners to "trial" for a specified time period. *\$2,500*

LODGING/TOURISM FUND APPLICATION
Visit Bainbridge Island 2020

- 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.

Project: Visit Bainbridge Island	Cost	Estimated Matching Funds	Requested LTAC Funding	Q1 Reimbursement Request
<u>Administrative Expenses</u>				
Staffing	\$45,000			
Operating Expenses	\$3,500			
Administrative total:	\$48,500			
<u>Marketing Expenses</u>				
<u>Advertising to Target Markets:</u> Local, Drive & Regional Markets	\$2,000	\$1,500		
Brand Development & Collateral	\$3,000			
Website: Update & Mmaintenance	\$4,000			
<u>Event Representation:</u> Tradeshow, Industry Events/Meetings	\$2,000	\$1,000		
<u>Industry Affiliations & Memberships:</u> Wa Tourism Alliance, Visit Seattle, BIDA, BI Chamber	\$1,500			
BI Special Events & Sponsorships	\$1,000			
Customer Relationship Tool (CRM)	\$3,500			
Photography/Videography	\$2,500	\$500		
Inbound Familiarization Tours, Client Site Inspections, Press Trips	\$4,000	\$1,000		
Outbound Client Events & Sales Missions	\$2,000	\$1,000		
Membership outreach	\$2,500			
Marketing Expenses Total:	\$28,000			
Total cost BI Visitors Bureau	\$76,500	\$5,000	\$71,500.00	\$0.00

LODGING/TOURISM FUND APPLICATION
Visit Bainbridge Island 2020

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

Project Objective	2020 Timeline/Date
Enter into Lodging Tax Contract with COBI	January 2020
VBI Office Administration	January- December
Identify CRM tool & Implement	Identify by April, deploy by July
Advertising	Jan-April, September-December
Website	Monthly
Brand Development & Collateral	January - December
Event Representation	As Required - Ongoing
Industry Affiliations & Memberships	January - December
Bainbridge Island Special Events & Sponsorships	Off Peak Focus
Inbound FAMs, Client Site Inspections, Press Trips	As Required - Ongoing
Outbound Client Events and Sales Missions	As Required - Ongoing
Photography/Videography	April - August
Membership Outreach	January - December

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.

In its first official year of operation, VBI has estimated as best as it can the cost of operating a Destination Marketing Organization. Critical to scalability are the administrative expenses, implementing a CRIM and client facing business activities, such as event representation at trade shows/industry events, website, outbound sales missions/events, FAMS, site inspections and press trips. Also significant to the long-term viability of VBI, is the development of local community partnerships and sponsorships.

Should full funding not be available, VBI would reduce expenditures in the area of advertising, photography and industry affiliations.

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.

Through August 2019, the BICC team has counted over 150,000 visitors/tourists at the ferry terminal kiosk and at their offices. Visitors/tourists come from all 50 states, all Provinces of Canada and over 40 countries. The Port of Seattle is forecasting an increase over a record 2019 cruise ship season in which 10 cruise lines, 18 ships and 1.2 million guests came through Seattle. On average these passengers stay 2 days and spend an average of \$1,547 per person. Based on this forecast in Seattle tourism, Bainbridge will benefit.

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Visit Bainbridge Island 2020

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.

Trending in the greater Seattle Hotel Market can be used to help guide Bainbridge overnight forecasting. According to CBRE Hotel Data, occupancy, average rate and RevPar are all expected to grow slightly over 1%, while Visit Seattle is projecting a 2.5% increase in 2020 overnight stays. International visitor growth is projected to increase by 4.5% year over year to 2.6 million, with the largest contribution coming from Canada, a key demographic market for Bainbridge. With these positive indications, Bainbridge can expect to see a substantial increase in overnight stays.

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).

For full year 2018, Visit Seattle reported 40.9 million visitors, an increase of 2.5% over the year prior. Visitor spending was estimated at \$7.8 billion, up 5.8% over 2017. In 2018, WSF ridership remained remains 25.7% of the system total at 6.3 million riders. Visitors spend money directly for food, lodging, retail, transportation, arts, recreation and entertainment.

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.

The primary focus of VBI is geared towards driving overnight stays and will be measured by the amount of business booked during off peak periods. This will also include developing and promoting events that will draw new visitors and locals to Bainbridge.

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

One of the core elements of tourism development is to encourage local communities' participation as it is central to the sustainability of the tourism industry. Since its inception, VBI has worked diligently to bring collaboration among those Bainbridge stakeholders who are interested in this segment of business. Together, this has led to a robust list of achievements as noted on page (1), item (1) VBI's mission, history and areas of expertise. Executive Director, Christine Mueller brings over thirty years of demonstrated success in Hospitality and Destination Marketing organizations.

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.

As described earlier, a need for a universal tourism calendar has resulted in new innovation and partnership between AHB and VBI, thus reducing or eliminating the duplication of effort among the various community calendar content managers.

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Visit Bainbridge Island 2020

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

As noted in "f", finding a universal tourism calendar solution, from which other tourism related organizations and businesses can redirect to, is a big win for the community. Not only does it provide a professional and polished platform for content, it is an opportunity to leverage and implement new innovative technology pioneered by AHB and Artsopolis.

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

Not applicable. VBI is not currently proposing a specific event.

i. If for a capital project, detail the project's expected impact on increased tourism. This is not a capital funds project.

j. 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 year comparison of RevPar and lodging tax collections. Increase in business success can be measured by year over year sales tax collections and employment statistics. Washington State Ferry statistics also provide quantifiable key metrics.

k. 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, sponsorship and in-kind donations form the framework of VBI programs. Event participation fees, sponsorships, memberships and other donations will provide matching funds to leverage LTAC funding.

Supporting Documentation:

Attachment A:

- 2020 Visit Bainbridge Island proposed LTAC Budget

Attachment B:

- 2018 income/expense summary
- VBI financials have not been tracked separately

Attachment C:

- 2019 Budget and Actual YTD
- VBI financials have not been tracked separately

Attachment D:

- Letters of Partnership and Support

Lodging/Tourism Fund Application 2020
 Visit Bainbridge Island Budget Attachment A

	A	B	C	D
1	Project: Visit Bainbridge Island	Cost	Estimated Matching Funds	Requested LTAC Funding
2				
3	Administrative Expenses			
4	Staffing	\$45,000		
5	Operating Expenses	\$3,500		
6	Administrative total:	\$48,500		
7	Marketing Expenses			
8	<u>Advertising to Target Markets:</u> Local, Drive & Regional Markets	\$2,000	\$1,500	
9	Brand Development & Collateral	\$3,000		
10	Website: Update & Mmaintenance	\$4,000		
11	<u>Event Representation:</u> Tradeshow, Industry Events/Meetings	\$2,000	\$1,000	
12	<u>Industry Affiliations & Memberships:</u> Wa Tourism Alliance, Visit Seattle, BIDA, BI Chamber	\$1,500		
13	BI Special Events & Sponsorships	\$1,000		
14	Customer Relationship Tool (CRM)	\$3,500		
15	Photography/Videography	\$2,500	\$500	
16	Inbound Familiarization Tours, Client Site Inspections, Press Trips	\$4,000	\$1,000	
17	Outbound Client Events & Sales Missions	\$2,000	\$1,000	
18	Membership outreach	\$2,500		
19	Marketing Expenses Total:	\$28,000		
20	Total cost BI Visitors Bureau	\$76,500	\$5,000	\$71,500.00
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BLOEDEL RESERVE

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 Visit Bainbridge Island's (VBI) LTAC proposal for 2020. As a community business leader, I can confidently state that VBI's efforts to promote the Bainbridge Island business community are tremendously valuable.

Supporting VBI through LTAC is a sound investment that will pay great dividends. Our organization and many others on the Island benefit from the professional tourism promotion expertise offered by VBI. Frankly, VBI is the only organization on Bainbridge Island with a significant depth and breadth of experience and expertise in this area. In its short time on the Island, VBI has made great strides to promote off island visitation through strategic partnerships with the media and special initiatives like concierge visits. These successes require industry specific skills and relationships that we and other Island organizations don't have. Having this function centrally housed within a fully funded tourism promotion organization makes good business sense.

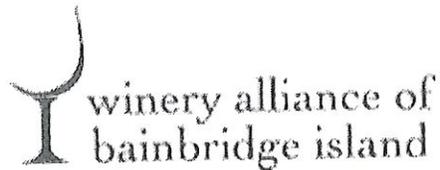
As a cultural destination and leading tourist attraction, we depend on our partnership with VBI increase public awareness and attendance. I encourage you to consider funding VBI. You won't regret your investment.

Most sincerely,

Edward Moydell

The Richard A. Brown Executive Director





September 9, 2019

LTAC Grant Selection Committee,

The Winery Alliance of Bainbridge Island (WABI) would like to express their excitement and support of Visit Bainbridge Island as their own entity. Chris Mueller has done an amazing job working in partnership with the BI Chamber of Commerce and the BI Downtown Association. She has done more than most other organizations on the island to promote tourism and actively engage with groups and businesses outside of Bainbridge Island to bring visitors for the day, night and weekend over to the island to increase tourism. The seeds of tourism have been planted over the past 2 years, but there is still much to be done as a destination which is why Visit Bainbridge Island is taking the next step to apply for its own 2020 tourism funding. We see this as a necessary and critical step to continue to have a positive economic impact on the island and wine events.

So much of the work that has been done by Visit Bainbridge Island over the past two years has resulted in new business for the island wineries, new media and press opportunities and publications as well as ticket sales for Wine on the Rock events. Many Wine on the Rock attendees have been visiting from off island and staying overnight as a result of direct efforts by VBI. The VBI mission is to create a fully funded tourism promotion organization dedicated to creating long term and sustainable economic growth for the Island and its partners through innovative tourism programs and partnerships and we have already seen the wheels in motion on this mission.

VBI is a huge asset to BI and the wineries on Bainbridge Island. We owe much of our Wine on the Rock event success and individual winery success to the collaboration we've had with VBI.

Thank you,

Brooke Huffman

Executive Director, Winery Alliance of Bainbridge Island



August 27, 2019

To: 2020 Lodging Tax Advisory Committee

From: Jerri Lane, Executive Director, Bainbridge Island Downtown Association

Re: Letter of support for Visit Bainbridge Island 2020 LTAC proposal

I would like to encourage the Committee to fully fund Visit Bainbridge Island's 2020 application for Lodging Tax funds. I specifically support the goal of creating a fully funded tourism promotion organization dedicated to generating long term economic growth for the Island. The organization's main focus is to bring visitors to the Island, specifically during non-peak periods from November – April.

Bainbridge Island has long been one of the few communities without a dedicated Visitors Bureau. Recognizing this, the Downtown Association and the Chamber of Commerce began partnering two years ago and created a tourism marketing outreach which was partially supported by LTAC funds. The initiative has shown solid results during the past two years and the organization is now its own entity.

Visit Bainbridge Island is truly a step forward and will make a real difference in the economic vibrancy of our Island.

Thank you for your consideration.


 Jerri Lane, Executive Director; Bainbridge Island Downtown Association

D-14

STRONG SUSTAINABLE LOCAL

BAINBRIDGE ISLAND CHAMBER OF COMMERCE

BOARD OF DIRECTORS

August 27, 2019

Executive Board

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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

To: The 2020 Lodging Tax Advisory Committee
Re: Visit Bainbridge Island

Committee Members,

It is with pleasure that I write this letter of recommendation for the first proposal to come directly from Visit Bainbridge.

As you are aware, The Bainbridge Island Downtown Association and the Bainbridge Island Chamber of Commerce have been supporting Visit Bainbridge through our submissions to LTAC. We have now reached the point where this organization can move forward with its own proposal.

Chris Mueller, Executive Director of Visit Bainbridge, has over the past several years been building up a strategic plan with regards to marketing, industry coalitions, trade show representation, familiarization tours and much more. We have seen an increase of awareness of the island's tourist related opportunities to many organizations in the Seattle area and beyond.

BIDA and BICC will continue to support Visit Bainbridge as Chris takes the organization to the next level.

To that end, we encourage your support of the proposal from Visit Bainbridge.

Respectfully,

Rex Oliver

Rex Oliver, IOM

D-15



PLEASANT BEACH
VILLAGE

September 5, 2019

TO: Members of the 2019-2020 Lodging Tax Advisory Committee
City of Bainbridge Island

FROM: Joe Raymond, General Manager and Andrea Mackin, Director of Marketing
The Inn at Pleasant Beach and The Manor House, Pleasant Beach Village

RE: Visit Bainbridge Island Proposal Letter of Support for 2020 Lodging Tax Funding Cycle

To the members of the 2019-2020 City of Bainbridge Island Lodging Tax Advisory Committee:

We wish to extend our support for full-funding as requested by Visit Bainbridge Island (Visit Bainbridge), and Chris Mueller, Director of Visitor Development, for the 2020 Bainbridge Island Lodging Tax funding cycle.

Historically, destination marketing and tourism efforts for Bainbridge Island have been shared jointly across a number of nonprofit organizations including the Bainbridge Island Lodging Association (BILA), Bainbridge Island Downtown Association (BIDA), and Bainbridge Island Chamber of Commerce (the Chamber). Each organization traditionally puts forth a separate agenda designed to attract visitors, increase overnight stays and extend the length of stays, often driven by special events and specific attractions. Occasionally these organizations partnered to share goals and resources, with a resulting lift in the success and ROI of each individual organization, as well.

Recently two of the more prominent organizations, BIDA and the Chamber, recognizing the frequency of overlapping goals and the benefits of pooling resources worked jointly to establish Visit Bainbridge Island, a partnership intended to provide destination marketing services benefitting both organizations as well as attractions, destinations, and tourism across the Island as a whole. In hiring Chris Mueller, a seasoned tourism professional with deep experience in national and regional corporate and leisure travel, Visit Bainbridge took a step further to leverage reach and continue to broaden the range of visitors beyond leisure travel. More specifically, to include dedicated efforts to attract corporate meetings and events which strongly benefit the community's multiple meetings and event spaces, restaurants, transportation, and overnight lodging.

Visit Bainbridge now has an established track record of success weaving together many of the geographically separate destinations and attractions and has shown success in connecting the Island's tourism-related businesses with each other. In doing so, Chris has delivered strong evidence of the benefits of an agnostic and professionally run destination marketing organization

and set the stage for Visit Bainbridge to now become an independent, self-regulating nonprofit Destination Marketing Organization (DMO).

Pleasant Beach Village, now in our sixth year of operation, is a destination village located in the historic Lynwood Center neighborhood at the southwest end of Bainbridge Island. The Village includes a 22-room boutique hotel, The Inn at Pleasant Beach, the Manor House Weddings and Event facilities, several on-site restaurants including The Beach House, The Marketplace, Hammy's Burgers, Earth & Vine Wine Bar, and Island Cool frozen yogurt. A variety of street-level retailers provide shops and services to neighborhood and Island residents, and visitors. The Village provides full-time employment to more than 60 individuals, as well as seasonal employment during the summer and holidays.

Tourism and event revenue are essential for Pleasant Beach Village, and specifically for two of our most critical business units, The Inn and the Manor House. Weddings and family celebrations keep the weekends booked tightly during the summer months at both the Inn and Manor House, however when Fall approaches wedding and event business typically slows down. A slowdown in business translates directly to fewer labor hours, and seasonal staffing layoffs.

The end-of-the year holidays provide a brief spike in business with special events, family celebrations and some hotel occupancy. However, the most critical months occur in January, February, and March – hospitality's shoulder season - when intentional efforts to drive new corporate business revenue are essential to year 'round business sustainability.

This is specifically where we see the benefits of Chris Mueller's expertise, experience, and connection to the regional corporate business community and leadership with Visit Bainbridge as an excellent asset to work in partnership with us (and other seasonal attractions) to amplify and focus our own destination marketing efforts.

Additionally, the closely guarded independence of the Island's many destinations, attractions, and lodging organizations is an unintended consequence of the traditional LTAC funding process, and competition for limited financial resources. The process has forced these organizations to compete against each other as they vie for lodging tax funds, hence there is a clear need for the agnostic, collaborative, and "a rising tide lifts all boats"-philosophy that Visit Bainbridge and Chris bring to the role as our community's official DMO.

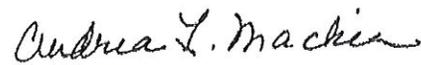
Recently, Chris hosted a small leadership contingent from the Seattle Sports Commission, one of the most powerful destination marketing organizations in our region. In a prime example of collaboration and connection, Chris lead the group on a day-long tour that included public, private, and nonprofit attractions, and delivered some generous economic impact in the process. The highest and best outcome of the day will be the desire for the leadership to return and bring additional groups, events, and opportunities back to our community to create further visibility and economic benefit. It is our belief that Visit Bainbridge Island under Chris' leadership will continue to do just that.

With our full support and anticipation of future collaboration, we encourage the 2019-20 LTAC to commit full funding to Visit Bainbridge Island for the coming year.

With best regards,

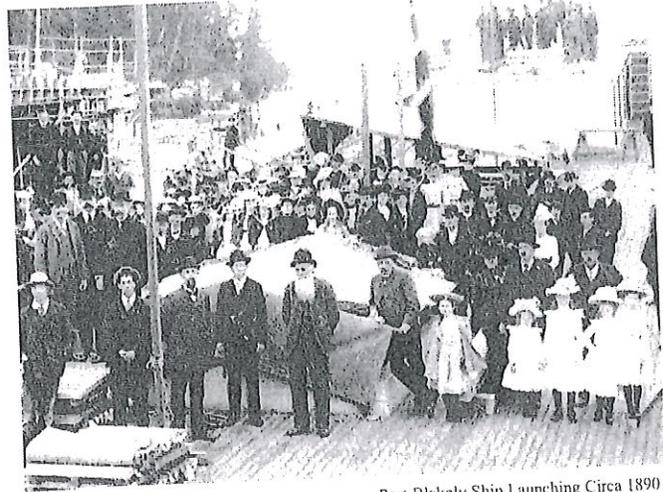


Joseph Raymond
General Manager



Andrea Mackin
Director of Marketing

Cc: Morgan Smith, City Manager; Susie Burdick, 2019-20 LTAC; Dominique Cantwell, 2019-20 LTAC; John Dinsmore, 2019-20 LTAC; Nancy Fortner, 2019-20 LTAC; Rasham Nassar, 2019-20 LTAC; Matthew Tirman, 2019-20 LTAC



Port Blakely Ship Launching Circa 1890

Dear LTAC Committee Members,

I am writing to express my support for Visit Bainbridge's application for the LTAC, 2020 cycle.

We are thrilled that Visit Bainbridge was recently recognized as a 501 (c)-6. Since their organization came into existence, we have been fortunate to collaborate with them on a number of events. At every turn, Visit Bainbridge has helped our Museum increase exposure and forge new connections with tourist groups in Seattle and on the Island.

We know that Visit Bainbridge will continue to drive visitors to Bainbridge Island and therefore support all of the local nonprofits that don't have teams large enough to market events and offerings on a large scale. This year, their organization will be even more critical to the growth and success of businesses on the island. We hope that you recognize their potential and will support their proposal for this year's LTAC application.

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



Natalie Rodriguez
CEO, Tour Bainbridge
206.859.2201

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 Visit Bainbridge's 2020 Lodging Tax proposal.

Chris Mueller with Visit Bainbridge Island is always eager to send us large group business from Seattle and abroad. She has been key to creating alliances between multiple businesses on the island and for Tour Bainbridge. Tour Bainbridge has benefited from multiple referrals made by Chris Mueller and her island-wide tourism efforts.

Funding Visit Bainbridge is an absolute necessity to a vibrant organized tourism effort made by businesses on the island. I hope you will show your support of our local businesses and Visit Bainbridge by fully funding Visit Bainbridge's lodging tax proposal.

Sincerely yours,

A handwritten signature in cursive script that reads "Natalie Rodriguez".

Natalie Rodriguez

D 20

September 12, 2019

Members of the 2020 Lodging Tax Advisory Committee,

We are writing to share an exciting new collaboration between Arts & Humanities Bainbridge and Visit Bainbridge Island.

Our tourism community lacks a centralized calendar, curated with content for both day and overnight visitors. At present, organizations and businesses must post the same event on multiple calendar sites. To overcome this inefficiency, Arts & Humanities Bainbridge (AHB) is partnering with Visit Bainbridge Island to create a syndication module through Artsopolis. Through this new innovation, event listings can be exported from a central calendar resource (in this case Currents Online) and shared across multiple calendars, thus eliminating redundancies and duplication of efforts among local businesses and attractions who seek to attract and engage new visitors.

With this partnership, VBI will seek LTAC funding to implement its subscription to Currents Online and syndicate a curated version of the calendar of events to provide tourist-specific events, drawing from, and leveraging, the content in the source database. By utilizing a single source for calendar and event information, additional benefits will be achieved; reduced time and resources spent entering event data, reduced errors and consistent content not to mention the added bonus of increased collaboration of this partnership.

We hope you agree this reflects an innovative way in which LTAC funds will bring benefit to the tourism community. Not only does it provide a professional and polished platform for content, it is an opportunity to leverage and implement new innovative technology pioneered by AHB and Artsopolis.

Sincerely,

Christine Mueller
Executive Director
Visit Bainbridge Island

Anne Smart
Executive Director
Arts & Humanities Bainbridge



D-21



September 26, 2019

Dear 2019 Lodging Tax Committee,

It is my pleasure to recommend Visit Bainbridge Island for tourism funding via the Bainbridge Island Civic Improvement fund.

Visit Bainbridge serves as a valuable, dedicated resource to help navigate not only the individual tourist, but also meetings and events looking for unique location options. We look to destination management organizations such as Visit Bainbridge to most efficiently source available options, while serving as a trusted resource capable of understanding our needs and facilitating the decision-making process.

As Seattle continues to grow, there is no doubt that meeting planners will continue to look for nearby alternatives for meetings and events. Bainbridge Island has a lot to offer and we look forward to future possibilities.

Please accept my support for Visit Bainbridge Island's proposal.

Warm regards,

A handwritten signature in cursive script that reads "Todd Bennett".

Founder and CEO

D-22



100 West Harrison Street
Suite S370
Seattle, WA 98119
T 206-623-2090
F 206-623-2540
W shworldwide.com

September 7, 2019

To Bainbridge Island Civic Improvement Fund:

With great enthusiasm, I support the work Visit Bainbridge Island has done over the past two years, making Bainbridge Island a desirable destination for our clients.

As corporate event planners, SHW has relied on Visit Bainbridge Island to introduce us to the new and upcoming communities, vendors, and highlights that would be of interest to our international clientele. In particular, Chris Mueller has been instrumental in removing roadblocks encountered when we orchestrate meaningful programs for our corporate clients.

Thanks to Visit Bainbridge's help, we have brought hundreds of people to the island, either as part of a meeting or an incentive trip. This has enhanced our business, and I believe the \$50,000+ we've brought to Bainbridge over the past two years has enhanced local businesses as well.

Thank you for considering our input.

Kindly,

Rita Mills
Director of Client Engagement
SHW
ritam@shworldwide.com
206.321.4707

CONCIERGE GUILD OF SEATTLE

August 30, 2019

To: 2019 Lodging Tax Committee
From: Annie Delucchi | President | Concierge Guild of Seattle

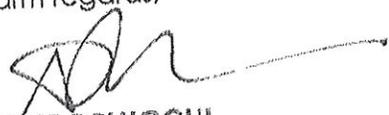
Re Visit Bainbridge Island

It is my pleasure to recommend supporting the LTAC proposal submitted by the Visit Bainbridge Island for 2020 tourism funding through the Bainbridge Island Civic Improvement fund. Although they may get some funds from other sources, their efforts have been instrumental in raising awareness and promoting what Bainbridge Island has to offer as a tourist destination and were they to receive more funding, they would do even more.

Our "face" for these efforts is Christine Mueller who continues to go above and beyond to make sure we have the info and resources at hand to inform our guests, residents and clients. She is often a "one-stop shop" for information and we have seen how she builds relationships with small local businesses who may not have the time or funds to do the promoting and reaching out themselves.

I grew up here and have been to Bainbridge Island over many years however I personally learned more and left with a greater impression and appreciation for the different businesses we visited while on FAM trips with Chris than I would have had I just showed up on my own. Chris' efforts were very thoughtfully organized and because we went to them directly, we came away with a better feel and knowledge that we could share that with others confidently. Please accept my (and the support of the CGS!) for the Visit Bainbridge Island proposal.

Warm regards,


ANNIE DELUCCHI

President & Community Relations Director
Concierge Guild of Seattle
conciergesg@seattle.gov
conciertie.com/membership/relations-form/
206-498-2510 Cell

The CGS is hosting its annual hospitality Industry trade show ("Hats Off to Seattle Hospitality") at Block 41 on Tuesday, October 15th. For more details:

D-24



To Whom It May Concern:

I am writing on behalf of the Seattle Hotel Concierge Association to express our thanks and appreciation for all the wonderful work Visit Bainbridge Island does to promote the Island to our members, who are professional, full time concierges in some 20 Seattle area hotels.

Bainbridge Island is certainly the top destination for guests in Seattle who want to get out of downtown for the day, and Visit Bainbridge Island has been crucial to educating and introducing our members to new businesses, special events and attractions on the Island. Last year, Chris Mueller and the Visit Bainbridge Island team hosted multiple day trips to the Island to show us what was new and exciting around the Island, introduced us to several new small business owners, sent almost weekly emails about festivals and special events, and always answered the phone when we called with questions or seeking advice.

We probably get the most questions about Bainbridge Island and we couldn't possibly keep up with all the new and changing businesses and attractions around the Island without the hard work and support of Visit Bainbridge. But with the regular information provided to us by Visit Bainbridge and the day fam trips to explore and experience the Island firsthand, Chris and the team at Visit Bainbridge keep us well informed and experienced so we can make the best recommendations to our guests.

Our Association as a whole, and all our members individually, tremendously appreciate Visit Bainbridge Island and we wholeheartedly encourage any opportunity to help them grow their mission in promoting Bainbridge Island to our concierge members and our guests.

In Service through Friendship,

A large, stylized handwritten signature in black ink, appearing to read "RH", is written over the typed name.

Russell Hathaway | Community Relations Liaison
Seattle Hotel Concierge Association
SeattleHotelConciergeAssociation.org

D-25



To Whom It May Concern,

I would like you to know how invaluable the service Visit Bainbridge Island provides to our Visitor Information Centers both at the Washington State Convention Center and The Pike Market Information Center.

Chris Mueller and Visit Bainbridge Island are instrumental in keeping us abreast of the new/current businesses and tours through essential FAM trips. We rely heavily on the email updates for special events/promotions so that we may relay accurate information to both visitors and residents.

Perhaps one of the most valuable assets is knowing that there is a point of contact we may utilize as a resource for special questions, requests and information concerning tourism on Bainbridge Island.

Thank you for your time!

Warmest regards,

Rudd

Rudd Schupp, Chef Concierge, Seattle Visitor Centers
Visit Seattle, The Official Destination Marketing Organization
One Convention Place · 701 Pike Street, Suite 800 · Seattle, WA 98101
T 206.461.5885 | rschupp@visitseattle.org · visitseattle.org

