

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

Project Name:

_____ 12-Month Lodging & Tourism Marketing Support for Bainbridge Island _____

Name of Applicant Organization: Visit Kitsap Peninsula

____ Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) Status and Tax ID Number:
501(c)(6) - Federal Tax ID: 91-1146544

____ Date of Incorporation as a Washington State Corporation and UBI Number:
January 1983, UBI# #601-135-703

____ Primary Contact: Patricia Graf-Hoke, Director

____ Mailing Address: 9230 Bayshore Dr. NW, Suite 101, Silverdale, WA 98383

____ Email(s): grafhoke@visitkitsap.com, office@visitkitsap.com _____

____ Day phone: _360-908-0088_____ Cell phone: ___360-908-0088_____

Please indicate the type of project described in your proposal:

√	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*

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

LODGING/TOURISM FUND APPLICATION - 2020

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.*
- Visit Kitsap Peninsula (VKP), founded in 1983, is a 501c(6) non-profit and member of the WA State Destination Marketing Organization (WSDMO) and other industry organizations. The VKP is the official tourism industry contact responsible for representing and promoting Kitsap County/Kitsap Peninsula region.
 - For the past ten years, the VKP has effectively and successfully used its strategic marketing expertise, branding, creative, and messaging programs to establish the region as "the Natural Side of Puget Sound". Kitsap and its cities, and ferry terminals are no longer just "the gateway" to somewhere else, we are, finally, the destination.
 - The results are impressive. Since 2010, Kitsap's tourism industry revenues increased from \$291 million to \$412 million in economic and tax benefits, a \$121 million/41.6% positive gain for lodging establishments, businesses and local municipalities. (see attached Dean Runyan Associates report.)
 - The VKP's only focus is tourism marketing and to ensure that visitors to the region know about all of the amazing tourism assets and experiences available throughout the region; including Bainbridge Island and its' lodging establishments, world class visitor attractions, and year-round events.
 - The focus of the VKP's well-established brand and message strategy is to foster appreciation for the region's valuable, nature based and publicly accessible outdoor recreation assets, its 371 miles of shoreline, its parks, and open space which the VKP aligns with Bainbridge Island's stewardship and environmental programs.

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 2019. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2019?

2. *If appropriate, please identify the project partner(s) and briefly describe the involvement of each. Please note that the maximum award of \$125,000 will apply to any single project, even if proposed by a team of partners.*
 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 (2014-2018).*
- In 2015-2016, the VKP did not receive funding. It was awarded \$9K in 2017, \$10K in 2018, and \$12K in 2019.
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: N/A*

LODGING/TOURISM FUND APPLICATION – 2020 - 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 main objective of the VKP is to market the entire Kitsap Peninsula, which includes Bainbridge Island as well as other cities and communities, to ensure that prospective leisure travelers have a variety of reasons to visit the area to stay, and return, for the day, and ideally, one or more nights. There is ample data that confirms overnight visitors spend more dollars on shopping, dining, attractions, activities, and entertainment.
- The reason the VKP is requesting lodging tax funds from the City of Bainbridge Island is to help pay for a portion of those wide-ranging tourism marketing programs and services that specifically promote Bainbridge Island, its lodging establishments, attractions, events, activities, and businesses 365-days a year at no cost to anyone.
- The majority of the tourism marketing services provided by the VKP using Bainbridge Island lodging tax funds are not duplicated by other Bainbridge Island tourism organizations. The benefit of funding the VKP is it has the resources to share information about Bainbridge Island with hundreds of prospective travelers it might not otherwise reach. The mission of the VKP is to enhance and compliments local tourism marketing programs.

- Like Bainbridge Island, one of the VKP’s most important demographic/geographic markets is the Seattle/Puget Sound/NW and Vancouver BC markets. Throughout 2019, the VKP is airing spots on KING5 TV Evening, KCTS Crosscut, PBS News Hours, and special programming. It also airs messages monthly on both KNKX and KUOW and in other media including print, digital, and social media channels. (Visit www.VisitKitsap.com/LTAC to view spots.)
- In addition, because the VKP includes Bainbridge Island in nearly all its regional tourism marketing brochures and other tourism marketing programs, other cities and communities in the region are more familiar with what Bainbridge Island has to offer visitors that stay in their lodging establishments.



--	--	--	--	--

--	--	--	--	--	--

- The VKP also provides the City of Bainbridge Island with access to prospective international travelers, travel writers, travel agents and others via the VKP’s long-standing partnership with the Port of Seattle International Tourism Office and dozens of regional and national travel writers.
- To avoid competition with business and civic organization that rely on membership and monthly luncheon fees, the VKP does not charge any fees for access to the VKP website, advertisements or other day-to-day marketing services. Most marketing costs are covered by lodging tax funds from Kitsap County and other Kitsap cities.

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

The VKP is again requesting \$24K to provide the City of Bainbridge, its lodging establishments, attractions, events, activities and tourism related businesses with professional level, local, regional, national and international tourism marketing support in 2020. The \$24K represents 5.37% of annual expenses to maintain a robust, competitive region wide tourism marketing program that supports and benefits Bainbridge Island 365-days a year.

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

The VKP provides the City of Bainbridge Island with marketing services, representation and visitor access to information about Bainbridge Island 24/7, 365 days-a-year.

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.

The mission of the VKP is to ensure prospects and visitors have the best experience possible. We want them to return and refer us to family and friends...a vital referral mechanism and sales channel. In 2020, the VKP will invest funds in broadcast, streaming video, distribution of video and other content to travel writers and travel agents. A reduction in funds will mean Bainbridge Island may have less access to some programs and services.

2. Provide a brief narrative statement to address each of the stated 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.

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.

While the VKP makes referrals to lodging establishments and venues, it does not book or track lodging reservations/sales, sell event tickets, or track attendance at events and does not have access to quantifiable data.

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 WA State Department of Commerce website).

The VKP believes the consistent, reliable marketing services and support it provides to the City of Bainbridge Island directly contributes to the city's economic success. Equally important is the VKP's branding and messaging strategies that promote Bainbridge Island and the region as a nature-based destination directly supports Bainbridge Islands environmental, agritourism, arts and culture image that help to attract visitors to the Island from around the region and the world. In the past the VKP has used data from WA State Dept. of Revenue but they have had some technical difficulties and the data collected is not as complete as in the past.

However, marketing materials produced by the VKP do include web addresses, phone numbers, and email info for Bainbridge Island lodging, attractions and events so that readers may contract lodging and other tourism organizations directly vs only going through the VKP. A Google search for "Bainbridge Island" ranks VisitKitsap.com/Bainbridge-Island #7 of 19,700,000 results (0.58 seconds)

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

The VKP provides Bainbridge Island tourism stakeholders with access to marketing programs, free business listing, event promotion, and other tourism marketing services 365-days a year.

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

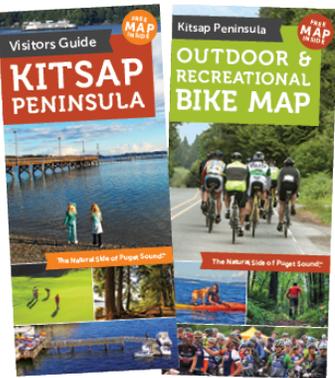
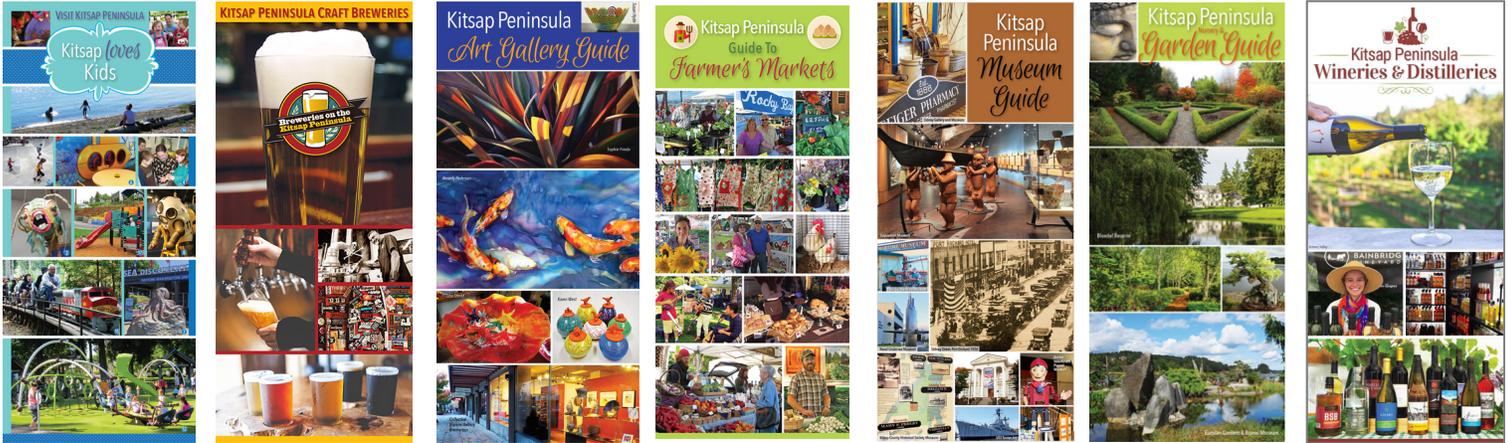
Over the past ten years, the VKP has successfully reposition the Kitsap region as its own destination and helped many lodging establishments thrive by targeting independent leisure travelers versus per-diem travelers. While this is not an issue for Bainbridge Island, it has encouraged local governments to invest funds in the purchase, restoration, preservation and maintenance of the region's vital natural and environmental assets.

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 Island Lodging Association (BILA) a representative that sits on the VKP Board of Director. A reference/URL for BILA is included on nearly all VKP brochures, print advertisements (many \$2K plus per ad)
- Wine Alliance of Bainbridge Island (WABI) – VKP promotes Wine on the Rocks, wine tastings, and all BI wineries and BI distiller in the new VKP Wine & Distillery Guide...all at no charge.
- Visit Bainbridge Island – Invited by the VKP to co-host a tour of Winslow and dinner for guests of the Port of Seattle International Tourism Office in Seattle for a weeklong tour of the Puget Sound.

The VKP features many other Bainbridge Island tourism groups, events, and businesses on VKP produced advertisements, brochures, VKP Calendar, and business listings. Many are also featured in VKP's Facebook with nearly 9,500 fans with posts/paid posts, blogs, and the VKP website that attracts nearly 60K visitors a month. They also receive free ads on individual pages for BI, lodging, arts/culture, agritourism, eat/drink, boating, outdoor recreation, public parks, land and water trails, etc. *Note: VKP's uses local contractors including Interlock Solutions, BI; Kaufman Design, Suquamish; Blue Sky Printing, Poulsbo; North Woods Production, Olalla; and others.*

The VKP Visitor Guide/Bike Map and Kitsap Peninsula National Water Trails Guide/website feature Bainbridge Island, bike and water trail routes. The VKP Visitor Guide and KP National Water Trails Guide is distributed via WA State Ferries, ferry terminals, and 150 visitor information center in WA and Oregon.... all at no charge to Bainbridge Island stakeholders. Other Visitor Information guides are distributed to local hotels, attractions, businesses throughout Kitsap Peninsula.



The VKP mails between 200-400 visitor info packets monthly in response to requests from out-of-area prospects from around the USA and the world. The packets, which include the VKP Visitor Guide that features Bainbridge Island, cost the VKP \$3-\$5 per inquiry to cover the cost of the brochure, envelope, postage and weekly processing.

The VKP also provides free marketing support to Bloedel Reserve, Bainbridge Island Museum of Art, BI Studio Tours, BI Quilt Show, BI Farmer's Market, theater, art walks, and many other community events that showcase Bainbridge Island attractions, events, and businesses.



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

The VKP continues to provide the City of Bainbridge Island with consistent, reliable, and affordable tourism marketing support as it has for 10 years. It implements new tourism marketing programs as resources permit.

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

We believe that the including BI in VKP regional tourism marketing programs generate awareness about the City's unique character, attractions and reputation as a destination for both day/overnight visitors and events.

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.

Lodging tax funds awarded to the VKP ensure that Bainbridge Island is featured, along with other cities and communities, in local, regional, national, and international tourism marketing materials distributed 365-days-a-year. The \$2K monthly fund request provides the City with extremely affordable, cost efficient, reliable access to consistent, professional, and largely unduplicated tourism services, to BI tourism stakeholders all at no cost.

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

Nearly 75% of funds used to develop, manage, execute, and implement the VKP's regional tourism program 365-days a year, are contributed by Kitsap County BOCC. Additional funds are provided by each city, the tribes, and other government entities. Most local tourism groups would not be able to afford, on their own, to implement the professional level of tourism marketing implemented and paid for by the VKP. Collectively, the lodging tax funds allocated to the VKP help cover the total cost of all services including administrative, planning, reporting, media research/buying, public relations, as noted in the Budget recap and Statement of Work/Deliverables.

Thank you to the Bainbridge Island Lodging Tax Committee members for its time and consideration of this proposal submitted by Visit Kitsap Peninsula September 16, 2019.

Kitsap County- Travel Impacts, 2010-2018p

Between 2010 and 2018, Kitsap's tourism Industry increased by a \$121 million - a 41.6% increase in economic impact and tax revenues for Kitsap County.

Visit Kitsap Peninsula
the Natural Side of Puget Sound™ • VisitKitsap.com

Total Direct Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	262.7	286.7	278.1	299.7	325.0	338.3	362.9	381.7
Other Travel*	28.3	32.7	30.9	29.7	24.4	23.3	26.7	30.3
Total	291.0	319.4	309.1	329.4	349.4	361.6	389.7	412.0

Visitor Spending By Commodity Purchased (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	26.4	28.8	28.0	32.0	39.2	43.1	47.1	50.2
Food Service	85.0	93.6	92.2	101.0	113.7	121.1	131.7	140.0
Food Stores	36.0	39.4	38.6	41.6	44.2	44.3	45.4	46.0
Local Tran. & Gas	33.4	38.5	36.0	36.6	32.6	31.9	36.2	40.2
Arts, Ent. & Rec.	36.1	38.1	36.9	39.4	42.9	44.6	47.1	48.7
Retail Sales	45.7	48.2	46.5	49.1	52.3	53.3	55.4	56.5
Total	262.7	286.7	278.1	299.7	325.0	338.3	362.9	381.7

Industry Earnings Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	37.4	40.6	43.1	45.3	48.2	51.7	55.9	60.7
Arts, Ent. & Rec.	18.6	18.9	16.8	18.1	20.4	21.2	21.7	23.2
Retail**	11.3	11.9	12.0	12.9	14.2	14.3	15.4	16.1
Ground Tran.	4.4	4.5	4.4	4.7	5.1	5.3	5.8	6.5
Other Travel*	2.0	1.7	1.7	1.6	1.9	1.8	1.7	1.8
Total	73.7	77.6	77.9	82.6	89.7	94.3	100.5	108.4

Industry Employment Generated by Travel Spending (Jobs)

	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	1,730	1,770	1,820	1,910	1,970	2,070	2,120	2,210
Arts, Ent. & Rec.	1,130	1,060	940	980	1,100	1,100	1,080	1,140
Retail**	460	470	470	490	530	530	550	560
Ground Tran.	160	150	150	150	160	150	160	160
Other Travel*	70	60	60	60	60	50	50	50
Total	3,560	3,510	3,440	3,590	3,810	3,910	3,950	4,120

Tax Receipts Generated by Travel Spending (\$Million)

	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	8.3	8.8	8.6	9.3	10.5	11.2	11.6	12.0
Visitor	5.0	5.4	5.2	5.8	6.6	7.0	7.5	7.9
Business or Employee	3.4	3.4	3.4	3.6	4.0	4.2	4.1	4.1
State Tax Receipts	18.6	19.6	19.2	20.4	22.6	24.3	25.8	26.8
Visitor	14.5	15.3	14.9	15.9	17.5	18.8	20.3	21.2
Business or Employee	4.1	4.3	4.2	4.5	5.1	5.5	5.5	5.6
Total Local & State Receipts	26.9	28.4	27.8	29.8	33.1	35.5	37.4	38.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other Washington visitor destinations and travel arrangement services. ** Retail includes gasoline. Federal tax receipts not included.

Note: This report provided by Visit Kitsap Peninsula (VKP) in partnership with WA State Destination Marketing Organization (WSDMO) and may only be used with permission from the VKP.

Visit Kitsap Peninsula 2020 - 12-Month Region-Wide Tourism Marketing Program
Estimated Annual Budget Expense for City of Bainbridge Island to Participate at \$24K Level

PROJECTED ANNUAL TOURISM MARKETING/PRODUCTION EXPENSES <i>(note: programs/services shown based on estimated lodging tax allocations for 2020)</i>	City of Bainbridge Island Contribution Based on = 5.37%
-------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------

Annual Contract Amount Requested from City of Bainbridge Island	\$24,000	
<i>% of lodging tax funds applied towards costs of annual programs that feature City of Bainbridge Island, lodging establishments, and other tourism stakeholders</i>	5.378755%	Annual Contribution PD Monthly \$2K
PAID MEDIA, SPONSORSHIP & PRODUCTION	TOTAL 12-Month Expense	Portion of 12-Month Expense Contributed by BI LT Fund
• Broadcast Media <i>(radio, tv, streaming video that feature scenes/info of BI)</i> <i>Examples: KING5 TV, KCTS, KUOW, KNKX, etc.</i>	\$156,000	\$8,390.85
• Print Advertising Program <i>(featuring reference to BI, BILA, events)</i>	\$68,000	\$3657.55
• Digital/Social Media Programs <i>(featuring Bainbridge Island tourism related businesses, attractions and events)</i>	\$18,000	\$968.18
• Broadcast & Other Video Production <i>(filming in BI/videos for distribution to travel writers/travel agencies, online)</i>	\$26,000	\$1,398.48
• KP Visitor Guide & Recreation Map/Printing/Distribution <i>(50K annually)</i>	\$23,500	\$1,264.00
• KP National Water Trails Guide & Website/Printing/Distribution	\$18,000	\$968.18
• Event Marketing/Social Media Support <i>(calendar posts/some paid SM posts)</i>	\$17,000	\$914.39
• VKP Website Management, Update, Calendar, Marketing Services <i>(features Bainbridge Island hoteliers/associations, tourism related businesses, attractions, venues, services, all provided at no charge to BI businesses/organization)</i>	\$ 30,000	\$1,613.63
• Specialty Visitor Information Guides – Production/Printing/Distribution <i>(nearly all feature Bainbridge Island businesses and attractions.)</i>	\$ 17,500	\$941.28
• Public Relations/Travel Writers/FAM Tours	\$12,500	\$672.34
• Industry/Recreation Trade Shows <i>(Port of Seattle, Wedding, Recreation, etc.)</i>	\$2,500	\$134.47
• Visitor Information & Inquiry Request Services <i>(process, assemble, mail 2-3,000 visitor packets annually that feature Bainbridge Is.)</i>	\$7,200	\$387.27
• Other Visitor Services/Expenses <i>(maintain regional visitor info office in Silverdale to distribute info about BI, (includes portion of rent, phones, insurance, accounting, office supplies, equipment, etc.)</i>	\$50,000	\$2689.38
Total Projected Gross Marketing Expenses and Bainbridge Island’s contribution for 2020	\$446,200	\$24,000.00

Please note: expenses for other administration/operation covered by other funding sources.

Please see application and Statement of Work/Deliverables for details.

Visit Kitsap Peninsula

the Natural Side of Puget Sound™

Visit Kitsap Peninsula Proposed Statement of Work/Deliverables – 2020 Budget: \$24K

The budget includes providing the City of Bainbridge Island and tourism stakeholders with the opportunity to access the list of deliverables indicated below, 365 days per year during 2020.

- Provides access to professional level tourism marketing services that include media planning/buying, graphic design, editorial support, public relations, direct marketing, referrals, staff/contract support related to processing requests/use by BI stakeholders using VKP free calendar, business listing and other marketing programs.
- Inclusion in paid broadcast media that features Bainbridge Island scenes/name on television spots aired on Evening and other media channels, video production of footage for use in videos posted on Bainbridge Island's web pages and distributed to domestic/international travel planners, writers, publications as part of the VKP's partnership with the Port of Seattle International Tourism Offices.
- Free listings for all Bainbridge Island lodging establishments, attractions, activities, parks, venues, and tourism related businesses on the VKP website and marketing support in advertisements, social media, visitor guides and brochures.
- Provide press/marketing support to tourism stakeholders including the Wine Alliance of Bainbridge Island (WABI), Bainbridge Island Lodging Association (BILA), BI Main Street Assoc., Visit Bainbridge, Bainbridge Island Chamber of Commerce visitor information office.
- Year-round marketing support for tourism related events, attractions, activities, event planning services, and businesses via VKP Calendar of Events, social media, blogs.
- VKP pays contractor to research and assist organizers post information about their events on VKP online Calendar which are then featured on the VKP social media platforms, blogs, and used in media.
- Bainbridge Island lodging establishments, attractions and events are automatically featured in numerous VKP visitor information/tourism brochures and rack cards. Bainbridge Island is featured in the VKP Visitor Guide & Recreation Map with annual printing of 50K annually. The guides are distributed by Certified Folders on WA State Ferries, at ferry terminals, 150 visitor information centers throughout Kitsap & Olympic Peninsula, WA/ORE, REI, lodging establishments, attractions and retail locations.
- Bainbridge Island and businesses and attractions are featured on the Kitsap Peninsula National Water Trails print guide distributed by Certified Folder via WA state ferries, Eastern WA, Portland, retailers, and local Port Districts. Bainbridge Island, its parks and water trail access points are also featured on the KPNWT website.
- Bainbridge Island businesses, attractions, organizations, and events are featured on dozens of pages on the VKP website including Things-To-Do, Lodging, Eating/Drinking, Craft Breweries, Wineries/Distillers, Arts & Culture, Agritourism, Public Parks & Trails, Nature & Environment, Recreation, Water Activities, Boating, Transportation, and other sections and pages.
- The VKP maintains a dedicated page for the City of Bainbridge Island with Quick Links, photos, content, and key attractions City of Bainbridge Island, Bainbridge Island Chamber of Commerce, Downtown Bainbridge Island Association, Bainbridge Island Metro Parks, and for many other Bainbridge Island businesses, attractions, and events happening throughout the year.
- Bainbridge Island's location is always included on all VKP regional maps featured on all online and print marketing materials including custom maps, paid advertisements, brochures, trail and recreational maps, and other print and online materials that promote the Kitsap Peninsula region.
- Information and literature about Bainbridge Island are always included in packets mailed/emailed to event planners, as part of inquiry and relocation packets, submitted to travel writers and publications.
- The VKP acts as a 24/7-referral service for visitors and others seeking information about lodging, attractions, events, and businesses via online, mobile devices, in-person, and phone request. The VKP mails out between 200-400 packets each month in response to requests from prospective visitors around the region, USA and around the world.
- VKP distributes information about Bainbridge Island lodging, venues, planning services and attractions at tourism, recreation, and wedding trade shows including Port of Seattle's International Tourism Office twice yearly workshop for their international travel agency clients.

Visit Kitsap Peninsula

the Natural Side of Puget Sound™

SUPPORTING DOCUMENTATION

B. I. Business License

2018 P&L Report of Income & Expenses

2019 P&L Year To Day of Income & Expenses

Letters of Support from BILA and WABI

Marketing Examples

DETACH BEFORE POSTING



STATE OF WASHINGTON

Nonprofit Corporation

BUSINESS LICENSE

VISIT KITSAP PENINSULA
9235 BAYSHORE DR NW STE 101
SILVERDALE, WA 98383-9114

UNEMPLOYMENT INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

Issue Date: Aug 09, 2019
Unified Business ID #: 601135703
Business ID #: 001
Location: 0002
Expires: Jul 31, 2020

CITY ENDORSEMENTS:

BAINBRIDGE ISLAND NONPROFIT BUSINESS #45653 - ACTIVE

LICENSING RESTRICTIONS:

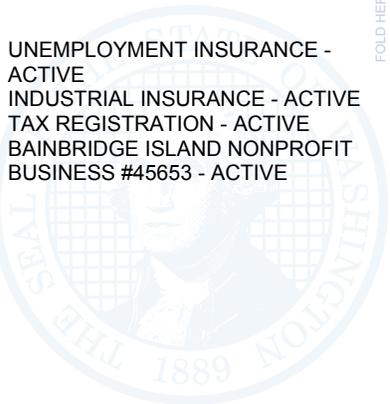
Not licensed to hire minors without a Minor Work Permit.

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Director, Department of Revenue

UBI: 601135703 001 0002

VISIT KITSAP PENINSULA
9235 BAYSHORE DR NW STE 101
SILVERDALE, WA 98383-9114



UNEMPLOYMENT INSURANCE - ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE
BAINBRIDGE ISLAND NONPROFIT BUSINESS #45653 - ACTIVE

STATE OF WASHINGTON

Expires: Jul 31, 2020

Director, Department of Revenue

DETACH THIS SECTION FOR YOUR WALLET



September 14, 2019

Members of Bainbridge Island's 2019 Lodging Tax Advisory Committee:

I am pleased to offer the support of the Bainbridge Island Lodging Association for the funding request submitted by Visit Kitsap Peninsula (VKP).

Visit Kitsap Peninsula provides top notch tourism services for Kitsap County/Kistap Peninaults. The support they have provided to the Lodging Association has been critical to implementing our work plan and includes social media marketing expertise, advertising through their print media contracts, and providing a wealth of collateral (maps, brochures, rack cards). Most valuable they have offered all Island lodging owners the opportunity to secure a free listing at their www.VisitKitsap.com website. As a partner with the Seattle Port of Seattle they have access to additional resources and the opportunity to promote Kitsap County tourist attractions to Port clients from around the world.

VKP has welcomed our tourism partnership by including BILA in Port of Seattle events, introducing us to travel writers, and appointing our representative, Kelly Shannon Gurza, to their Board of Directors. We have greatly appreciated the opportunity to work with VKP and hope to continue in 2018.

It has been five years since VisitKitsap secured any direct funding from the City of Bainbridge Island. However, that has not stopped them from including our Island and local attractions in their numerous marketing efforts. We think 2018 is a good year to fund this organization's small request.

Sincerely,

Bonnie McBryan
Acting President, BILA
Owner, The Eagle Harbor Inn

September 16, 2019

To: Members of Bainbridge Island's 2019 Lodging Tax Advisory Committee:

From: Winery Alliance of Bainbridge Island

Re: 2020 Lodging Tax Fund Support for Visit Kitsap Peninsula

Please add our vote of support for Visit Kitsap Peninsula in helping promote tourism on Bainbridge Island. This organization has partnered with the Winery Alliance of Bainbridge Island in past years to help support our Wine on the Rock and other events. They have spent their marketing dollars to boost posts about our events on their Facebook page and have emailed newsletters to their subscribers including a link to our ticket sales.

Visit Kitsap Peninsula has a strong social media following, a robust website and a solid email list which they use to help promote events on Bainbridge Island and beyond. Many of the attendees for our wine weekend events have purchased tickets as a result of Visit Kitsap Peninsula marketing efforts.

Tourists planning a weekend to Bainbridge Island and Kitsap Peninsula use Visit Kitsap Peninsula as a resource for planning their trip and look to see what's happening on the island before they travel.

We look forward to a continued partnership with this organization and growing our reach together with the use of LTAC funds in 2020.

Thank you!



VISIT KITSAP PENINSULA
Profit & Loss
 January 1 through September 11, 2019

	Jan 1 - Sep 11, 19
VKP Visitor Website	10,430.62
Marketing - Other	500.00
Total Marketing	252,186.76
Meals and Entertainment	2,517.57
Office/Supplies	
Office Improvements	58.89
Office Supplies	1,211.15
Printing and Copying	537.61
Software	952.94
Office/Supplies - Other	20.80
Total Office/Supplies	2,781.39
Payroll Expenses	
direct deposit fee	30.56
Exec Dir	67,499.99
Federal Unemployment	42.00
L&I	158.05
Medicare	1,051.25
Social Security	4,495.00
WA Unemployment	64.74
Payroll Expenses - Other	5,000.00
Total Payroll Expenses	78,341.59
Postage and Delivery	85.56
Professional Fees	
Accounting	3,640.00
Consulting/Legal	146.00
Photography	1,000.00
Web Site Development	13.95
Total Professional Fees	4,799.95
Rent	10,500.00
Repairs and Maintenance	419.62
Taxes/Payroll	
PFML Expense	290.00
Total Taxes/Payroll	290.00
Telephone	
Local/LD/Fax/800	265.99
Mobile	1,529.41
Telephone - Other	1,810.09
Total Telephone	3,605.49
Travel	
Ferry	26.40
Lodging	527.65
Meals	0.00
Mileage reimbursement	333.00
parking	20.75
Total Travel	907.80
Utilities	49.41
Total Expense	375,850.01
Net Ordinary Income	-1,571.65
Net Income	-1,571.65

VISIT KITSAP PENINSULA
Profit & Loss
 January 1 through September 11, 2019

	Jan 1 - Sep 11, 19
Ordinary Income/Expense	
Income	
Direct Public Support	
Corporate Contributions	12,000.00
Total Direct Public Support	12,000.00
Primary Income	
Bremerton	29,999.97
City of Bainbridge Island	8,250.00
City of Gig Harbor	3,750.00
City of Port Orchard	12,278.64
City of Poulsbo	24,416.77
Kitsap County	245,582.98
Kitsap Public Facilities Dist	18,000.00
Total Primary Income	342,278.36
Secondary Income	
Corporate Funding	20,000.00
Total Secondary Income	20,000.00
Total Income	374,278.36
Gross Profit	374,278.36
Expense	
Bank Svc Chg/Interest Exp	
Service Charge	111.77
Bank Svc Chg/Interest Exp - Other	29.49
Total Bank Svc Chg/Interest Exp	141.26
Community Sponsorship	9,264.95
Conference,convention, meetings	
Meetings	388.49
Total Conference,convention, meetings	388.49
Donation	500.00
Dues/Subscriptions	3,485.85
Equipment	
Copier	1,467.41
Postage Meter	2,179.32
Total Equipment	3,646.73
Gift	56.68
Insurance	
Insurance - Liability, D and O	1,210.00
Insurance Commercial	598.62
Total Insurance	1,808.62
Licenses and Permits	72.29
Marketing	
Advertising	60,035.81
Broadcast Media	49,710.00
Co-Op Marketing	19,083.00
Editorial Support	750.00
KPNWT	936.25
Production	96,716.08
Promotion	1,865.00
Public/Press Relations	500.00
Radio	11,660.00

VISIT KITSAP PENINSULA
Profit & Loss
 January through December 2018

	Jan - Dec 18
Ordinary Income/Expense	
Income	
Advertising Income	5,000.00
Direct Public Support	
Corporate Contributions	14,000.00
Total Direct Public Support	14,000.00
Primary Income	
Bremerton	38,166.63
City of Bainbridge Island	6,750.00
City of Gig Harbor	5,000.00
City of Port Orchard	13,000.00
City of Poulsbo	24,916.51
Kitsap County	308,669.05
Kitsap Public Facilities Dist	24,000.00
Total Primary Income	420,502.19
Secondary Income/Members	
Corporate Funding	7,500.00
New Membership	60.00
Renewing Membership	-1,180.00
Secondary Income/Members - Other	1,180.00
Total Secondary Income/Members	7,560.00
Total Income	447,062.19
Gross Profit	447,062.19
Expense	
Annual Meeting	989.12
Bank Svc Chg/Interest Exp	
Merchant fee	452.09
Service Charge	152.90
Bank Svc Chg/Interest Exp - Other	39.58
Total Bank Svc Chg/Interest Exp	644.57
Community Sponsorship	11,287.33
Conference,convention, meetings	
Trade Shows	1,881.72
Conference,convention, meetings - Other	1,467.14
Total Conference,convention, meetings	3,348.86
Depreciation Expense	584.00
Donation	800.00
Dues/Subscriptions	5,098.72
Equipment	
Copier	1,141.56
Postage Meter	242.15
Total Equipment	1,383.71
Gift	105.00
Insurance	
Insurance - Liability, D and O	1,210.00
Insurance - Travel	34.95
Insurance Commercial	885.10
Total Insurance	2,130.05
Licenses and Permits	432.85
Marketing	
Advertising	91,596.09
Co-Op Marketing	35,945.00
Editorial Support	525.00
Production	83,854.48
Promotion	568.04
Public/Press Relations	1,491.39
Social Media	3,924.00
Visitor Packet Cost	1,923.18
VKP Visitor Website	29,377.31
Marketing - Other	5,512.00
Total Marketing	254,716.49
Meals and Entertainment	4,762.80

VISIT KITSAP PENINSULA
Profit & Loss
January through December 2018

	Jan - Dec 18
Office/Supplies	
Office Improvements	663.31
Office Supplies	2,447.72
Printing and Copying	927.32
Software	1,367.08
Office/Supplies - Other	217.85
Total Office/Supplies	5,623.28
Payroll Expenses	
direct deposit fee	45.84
Exec Dir	97,812.42
Federal Unemployment	42.00
Health Coverage Allowance	0.00
L&I	368.36
Medicare	1,558.75
Social Security	6,665.00
WA Unemployment	61.49
Payroll Expenses - Other	9,687.50
Total Payroll Expenses	116,241.36
Postage and Delivery	1,106.84
Professional Fees	
Accounting	4,300.00
Total Professional Fees	4,300.00
Rent	17,120.00
Repairs and Maintenance	378.58
Telephone	
Local/LD/Fax/800	361.23
Mobile	2,629.46
Telephone - Other	2,530.32
Total Telephone	5,521.01
Travel	
Ferry	95.30
Lodging	2,001.51
Meals	924.38
Mileage reimbursement	144.16
parking	89.00
tolls	40.75
Travel - Other	8.00
Total Travel	3,303.10
Utilities	34.15
void check	0.00
Total Expense	439,911.82
Net Ordinary Income	7,150.37
Other Income/Expense	
Other Expense	
unknown	0.00
Total Other Expense	0.00
Net Other Income	0.00
Net Income	7,150.37

Discover the magic and beauty of the Kitsap Peninsula



Kitsap Peninsula National Water Trails

Find details & more events at: VisitKitsap.com/Calendar



Award-winning golf courses

EVENTS

- Kitsap Quilt Show** - Kitsap County Fairgrounds - Bremerton - May 3-4
- Kingston Cove Summer Fest** - May 11
- Poulsbo Viking Fest** - May 17-19
- 71st Armed Forces Day Parade** - Bremerton - May 18
- Kitsap Harbor Festival** - May 25-26
- Port Orchard Seagull Festival** - May 25
- June Bug Flea Market** - Kitsap County Fairgrounds - Bremerton - June 1

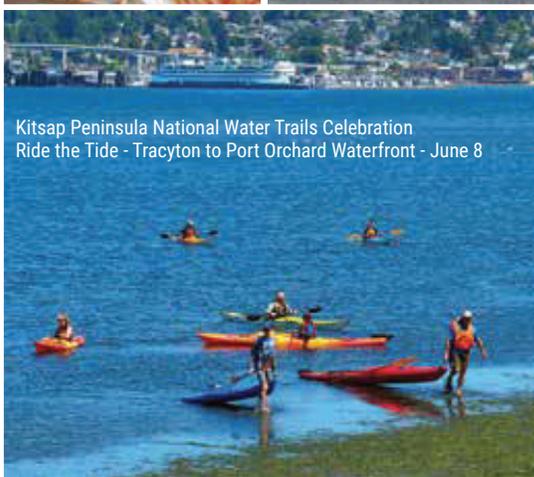
Lisa Stirrett Studio - Silverdale



Viking Fest - Poulsbo



Bloedel Reserve - Bainbridge Island



Kitsap Peninsula National Water Trails Celebration
Ride the Tide - Tracyton to Port Orchard Waterfront - June 8

Find Things to Do, Places to Eat, Drink, Play & Stay | VisitKitsap.com

Summertime Fun & Festivals on the Kitsap Peninsula



Whaling Days

EVENTS

- Mojo Rhythm & Blues Festival** July 11 - 14 - Bainbridge Island
- Kingston Arts Festival** July 26 - 28
- Whaling Days** July 26 - 28 - Silverdale
- Poulsbo Arts Festival** August 16 - 18
- Blackberry Festival** August 31 - Sept 2 - Bremerton

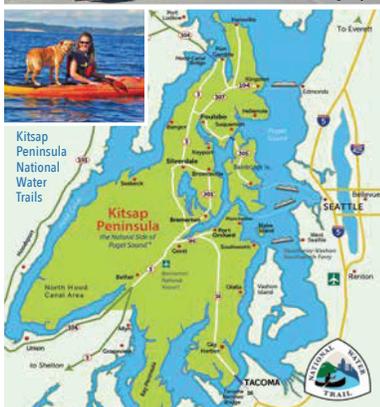
Find more events: VisitKitsap.com/Calendar



Paddle Kitsap - Bainbridge Island to Poulsbo - August 10



Kitsap Wine Festival - Bremerton - August 10



Kitsap Peninsula National Water Trails



Poulsbo Arts Festival



Easy to get to by ferry, bridge, bike, boat, bus or auto.

VisitKitsap.com

Eat, drink, sleep, play, explore, rest & relax

Best Western Plus Silverdale Beach Hotel
360-698-1000 | silverdalebeachhotel.com

Best Western Plus Wesley Inn - Gig Harbor
888-462-0002 | wesleyinn.com

Clearwater Casino Resort - Suquamish
360-598.8700 | clearwatercasino.com

Comfort Inn on the Bay - Port Orchard
360-895-2666 | tinyurl.com/h8ovrz

Hampton Inn & Suites - Hilton - Bremerton
360-405-0200 | bremertonsuites.hamptoninn.com

Oxford Suites - Silverdale Waterfront
888-698-7848 | oxfordsuitessilverdale.com

Poulsbo Inn & Suites - Little Norway
800-597-5151 | poulsboinn.com

The Point Casino & Hotel - Kingston
866-547-6468 | the-point-casino.com

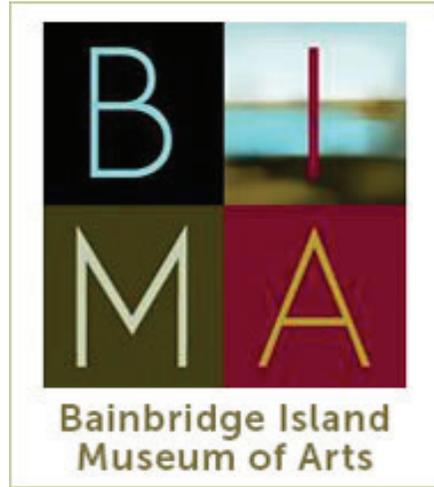
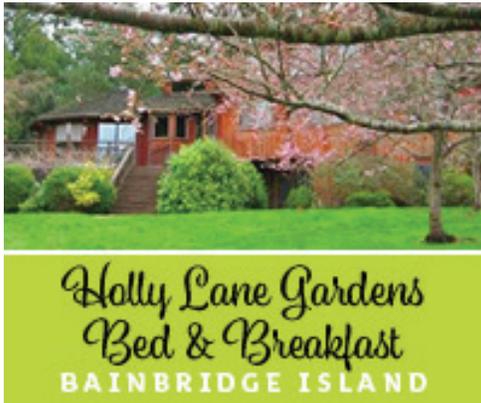
Bainbridge Island Lodging Association
DestinationBainbridge.com

Airbnb - airbnb.com. Type in the name of city or town to find a place to stay on the Kitsap Peninsula.



Best Western Plus Silverdale Beach Hotel

A few examples of ads on the VKP website featuring Bainbridge Island attractions, events & businesses.



Visit Kitsap Peninsula
Published by Carol VKP [?] · March 27 ·

Check out The Seattle Times recent article about weekend family getaways to Bainbridge Island. Just one more reason to visit the beautiful Kitsap Peninsula which has much to offer visitors and locals alike.

SEATTLETIMES.COM
Weekend getaways: Bainbridge Island makes a ferry good escape plan for families

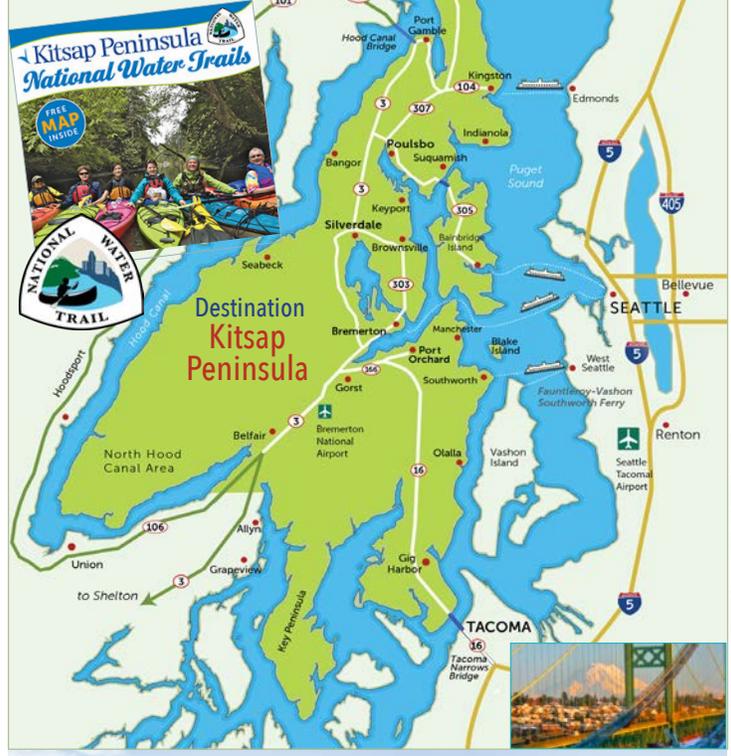
1,951 People Reached 111 Engagements Boost Post



OCTOBER 11 & 12
BAINBRIDGE GARDENS



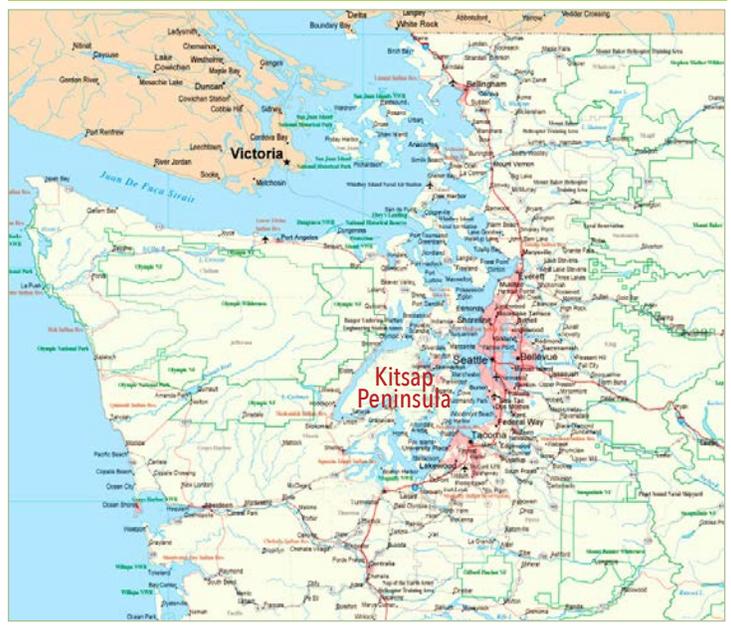
To Olympic Peninsula, Port Townsend, Whidbey Island ferry, Sequim, Port Angeles & Victoria BC ferry.



The Kitsap Peninsula has more than 371 miles of shoreline with public accessible beaches, parks and trails and wildlife habitat...all just minutes from Seattle. The Kitsap Peninsula National Water Trails is part of the National Water Trails System, the only one in WA state.



The Kitsap Peninsula offers an easy and centralized location to enjoy your visit to the Olympic National Park, Hoh Rain Forest and whale watching.



WELCOME TRAVEL PARTNERS



Visit Kitsap Peninsula *the Natural Side of Puget Sound™*



The Kitsap Peninsula is served by four WA State Ferries including a short scenic ride via the Seattle-Bainbridge Island/Bremerton ferry or across the Tacoma Narrows Bridge conveniently located near the Port of Seattle-Tacoma International Airport.



Enjoy the wonders of Seattle and local attractions and include a leisurely excursion for the day, or night to the beautiful, relaxing Kitsap Peninsula.



- Offering charming, walkable waterfront towns lined with unique shops, restaurants, historic and cultural attractions and museums.
- Scenic views of the majestic Olympic Mountains, surrounded by sunlit bays, inlets and harbors with wildlife, sandy, driftwood beaches and parks.
- Choose from romantic suites with waterfront views and fireplaces to affordable family and pet friendly hotels, inns and B&Bs nestled in the woods.
- Dining choices from casual and fine dining, family friendly, to culinary and international options, many with waterfront views and outdoor decks.
- Family friendly and affordable outdoor recreation and eco-tourism and agri-tourism activities with open space, beaches and trails to run and play.
- Award-winning golf courses and club houses.
- Award-winning micro-brews and wineries.
- Year-round entertainment, cultural, art and community events for all ages.



Find more information at VisitKitsap.com - P. Graf-Hoke +1-360-908-0088



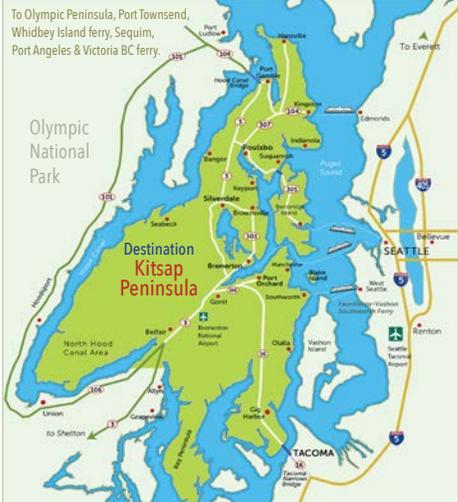
Kitsap Peninsula offers miles of cycling and other family-friendly outdoor & eco-recreation activities.



Outdoor recreation and adventure sports enthusiasts love the Natural Side of Puget Sound™ where they can enjoy boating, water sports, cycling and trails.

DESTINATION KITSAP PENINSULA PHOTO GALLERY

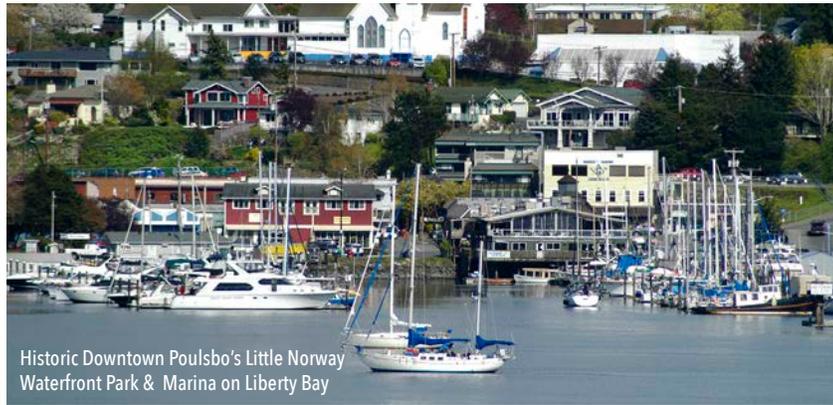
VisitKitsap.com



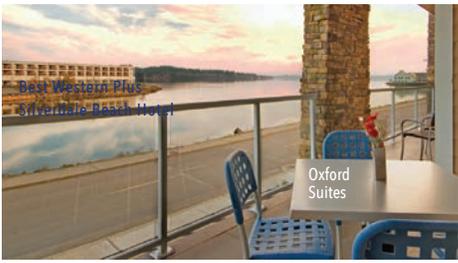
To Olympic Peninsula, Port Townsend, Whidbey Island ferry, Sequim, Port Angeles & Victoria BC Ferry.



Original 1900's Mosquito Fleet Foot Ferry still in operation between Port Orchard & Bremerton



Historic Downtown Poulsbo's Little Norway Waterfront Park & Marina on Liberty Bay



Best Western Plus Silverdale Beach Hotel

Oxford Suites



Suquamish Tribe Chief Seattle Days



Kingston



WA State Ferry Terminal at Kingston, steps from Main St. district shown above.



- Best Western Plus Silverdale Beach Hotel**
360-698-1000 | silverdalebeachhotel.com
- Best Western Plus Wesley Inn - Gig Harbor**
888-462-0002 | wesleyinn.com
- Clearwater Casino Resort - Suquamish**
360-598.8700 | clearwatercasino.com
- Comfort Inn on the Bay - Port Orchard**
360-895-2666 | tinyurl.com/h8ovrzw
- Hampton Inn & Suites - Hilton - Bremerton**
360-405-0200 | bremertonsuites.hamptoninn.com
- Oxford Suites - Silverdale Waterfront**
888-698-7848 | oxfordsuitessilverdale.com
- Poulsbo Inn & Suites - Little Norway**
800-597-5151 | poulsboinn.com
- The Point Casino & Hotel - Kingston**
866-547-6468 | the-point-casino.com
- Bainbridge Island Lodging Association**
DestinationBainbridge.com



Port Orchard



Silverdale



US Naval Undersea Museum Keyport



Bremerton



Port of Manchester Beach and Park