

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

Project Name:

Bainbridge Island Wineries: Wine on the Rock

Name of Applicant Organization:

Winery Alliance of Bainbridge Island

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

501 (C) 6 and Tax ID: 27-5507628

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

Incorporated: 1/7/2011. UBI Number: 603-079-863

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Please indicate the type of project described in your proposal:

√	Project Type
X	Tourism marketing
X	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

Applicant Information

1. Describe the applicant organization's mission, history, and areas of expertise. Describe the applicant's experience in tourism promotion on Bainbridge Island and its demonstrated ability to complete the proposed project.

The Winery Alliance of Bainbridge Island (WABI) was founded in 2008 to leverage resources, share wine making best practices and organize events to attract tourist to Bainbridge Island. WABI's mission is to raise awareness of Bainbridge Island as a wine destination worth the visit. WABI does this by producing the best wine possible using grapes grown on the island as well as from Eastern Washington and organizing events to attract wine lovers and promote tourism. WABI's marketing efforts have supported the exciting and expanding tourism trends and opportunities happening on Bainbridge Island and we would love the opportunity to continue with these efforts on a larger scale in 2020. Since 2009, the seven wineries on Bainbridge Island have been hosting four annual open house style wine events. In 2016, WABI engaged the services and expertise of a marketing consultant to better organize events and raise awareness of Bainbridge Island wines and create professionally organized and executed events throughout the year to attract visitors nationwide to Bainbridge Island. The first event led by the marketing consultant was held over two days, July 23 and 24, 2016. The event was a massive success in achieving the goal of attracting out of town visitors to the island for the weekend as well as bringing visibility to the wineries on Bainbridge Island. Over the past three years, we have leveraged LTAC funds to increase attendance and visibility to the wineries on Bainbridge Island as well as promote overnight stays on the island primarily in the off season. The success of our 2019 events to date (last 2019 event is Nov 9 & 10) can be measured by the below results:

- 444 event attendees for three events to date: 143 for February event, 136 for May event and 165 for July event – 93% of event tickets were sold to those who live outside of Bainbridge Island. This percentage is consistent with the 2018 off island WOTR ticket sales. Our marketing and outreach efforts have resulted over 1 million impressions. Focused advertising has been through Facebook ads, radio commercials, WABI website, individual winery websites, multiple event listing websites like Visit Kitsap Peninsula, Washington State Wine and Visit Seattle. Details per channel:
 - Facebook Ads
 - o Reach: 201K Impressions: 245K
 - WABI Website
 - o Events listed on website with ticket link. Custom link clicks for 2019 events: February: 1,094 May: 600 July: 837
 - Washington State Wine
 - o Each event posted on website
 - Visit Kitsap Peninsula
 - o Posted event on website
 - o Facebook post over w/ 9,352 followers
 - o Boosted Facebook post - thousands more impressions
 - o eNewsletter w/ 13K subscribers
 - North Kitsap Tourism Coalition: Created 1 promo video, Video sent to email list and multiple ads place on Facebook page (3,817 likes), Inclusion on website events
 - Localwineevents.com & The Juice email list: Weekly emails the month before the event to over 12K on email list
 - Kitsap Sun: Article published in Kitsap Weekly, Event posted on website
 - Bainbridge Island Review: Event posted on website
 - BI Chamber of Commerce: Event posted on website, Social Media posts to Facebook (1,326 likes) and Instagram (947 followers)
 - www.winesnorthwest.com: Event posted on website

- Winery Promotion: Each of the five participating wineries sent multiple newsletters to their wine club and email list as well as promoted on their Facebook pages

- Alaska Beyond Magazine

- Article published about BI wineries

- The Sip Northwest Magazine

- Article published about BI wineries

- Westsound Home and Garden Magazine

- Article published about BI wineries

- Posters displayed at:

o Docs, Blackbird Bakery (3x), Bulletin board on Madrone Ln, Cups, T&C, Lynnwood Center

o Off Island at Central Market & Poulsbo Front St bulletin board.

Alternate question for event or facility funding:

Describe the event or facility proposed including its purpose, history, and budget. Include past attendance history, if applicable, and estimate the number of tourists drawn to the event or facility/year. Please estimate total attendance and the number of tourists estimated to attend for 2020. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2020? See #1 for details on the past events. In addition, we anticipate 600 total event attendees for all four 2019 Wine on the Rock event with 93% of event attendees coming from off Bainbridge Island.

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. While the application is being submitted solely by the Winery Alliance of Bainbridge Island, we are actively partnering with local organizations to bring greater success to our events. We could not do what we do without the support and partnership of these great island organizations. The LTAC grant has allowed us to be able to grow our partnerships with local non-profits to further our reach and mission.

BI Lodging Association

Most people who attend our Wine on the Rock events are traveling from out of the area (93%) and will need a room for the night. The Winery Alliance of Bainbridge Island (WABI) has partnered with BI Lodging to offer discounts for past wine weekend events to further encourage overnight stays. We have met with the new marketing consultant at BILA, Claire Donahue and have plans for Friday night winemaker's events, promotions including lodging partners and Tour Bainbridge as well as the possibility of moving the BIDA "Girlfriends Night Out" shopping event to a Friday before WOTR to encourage additional nights of stay. For 2020 events, we will be partnering with Bainbridge Island Lodging again to post special wine weekend events on both the WABI and Bainbridge Island Lodging website. We will actively partner with local lodging to offer discounts to guests who stay two or more nights during our wine weekend events and continue to build these partnerships. Special overnight accommodation info will be posted on our ticket sales website (Eventbrite.com) as well as on our WABI website and Facebook page. BI Lodging has become a great supporter of BI wineries and we want to continue to build this relationship and obvious partnership in 2019 with wine related events that support local causes.

Visit Kitsap Peninsula has also been a great partner. They have a robust marketing outreach plan and have done a fair amount to promote the wineries and events on Bainbridge Island. They posted all our Wine on the Rock events on their website, posted on their Facebook page with over 9,352 followers and paid to boost our event posts (from Visit Kitsap funds), garnering thousands more impressions. WABI will continue to partner with Visit Kitsap and include Visit Kitsap on our website.

North Kitsap Tourism Coalition has been a great partner in 2017, 2018 and 2019 in helping support our Wine on the Rock events. NKTC produced a promo video for our May and July WOTR events and has also used their funds to boost our WOTR events all three times in 2019. 233 people went to the WOTR ticket pages via

Facebook ads, organic Facebook posts, the NKTC website, and their monthly newsletters. Challenges this year were caused by the snowstorm in February and the lack of access to advertising funds in July. Both of these issues were caused by external issues (weather, NKTC changing of banks). 3 different Facebook ad campaigns ran and 2 organic posts went up. Emails went out three times about both WOTR events. These efforts had a reach of 7,593. Many people are seeing these events due to the NKTC efforts and even if they don't purchase a ticket as a direct result, they now know about WOTR and may attend in the future.

Visit Bainbridge Island/Bainbridge Island Downtown Association has been an invaluable partner to WABI. Our WOTR events and the wineries have been heavily promoted due to the efforts and partnership with Visit Bainbridge. We work closely with Chris Mueller to provide event information and content which she shares with the Seattle concierge's and other contacts in Seattle to share with their audiences. Due to our partnership with Visit Bainbridge Island, WABI and other BI organizations have been at the Seattle Concierge trade show and were able to share our wine and WOTR events with the concierges. Our WOTR rack cards are in many downtown hotels and provide out of town guests one more reason to visit the island. We have had initial talks with the BIDA about moving the Girlfriends Night Out shopping event to a Friday before a WOTR event, possibly the May event which is over Mother's Day weekend. This partnership could breathe new life into the Girlfriend's Night Out event and would give ladies a reason to visit the island and stay two nights for shopping, wine tasting, dining and lodging.

Tour Bainbridge Island While Tour Bainbridge is not an LTAC grant requestor, they have been a big partner for us and we are working to organize transportation for WOTR events so attendees are better able to enjoy a wine weekend without driving their own vehicle.

In addition, WABI, BI Chamber, Visit Bainbridge Island, Tour Bainbridge Island and BILA meet monthly to discuss tourism, projects and how we can better work together to make the island an attraction for tourists.

2. 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).

2017 Funds Awarded: \$6000 Funds were used to support four Wine on the Rock events, plus three additional wine events.

2018 Funds Awarded: \$14,500 Funds were used to support four Wine on the Rock events, a contractor, plus three additional wine events.

2019 Funds Awarded: \$15,000 Funds were used to support four Wine on the Rock events, a contractor, updated WOTR rack cards, launched a "wine trail app" plus three additional wine events.

Wine on the Rock events are two-day wine events bringing in 444 attendees to date in 2019. (Nov 2019 event not included. Estimated attendance at 150). 93% of attendees from the first three events of the year were from off island.

LTAC funds helped us attend three off island wine focused events. We received great visibility with wine lovers in the area surrounding BI, received very positive feedback on our wines and created interest and a reason to visit Bainbridge Island. We were excited to be able to attend and would like to continue to build on the momentum by attending these events again next year. These events were:

Seattle Concierge Convention: As mentioned, Visit Bainbridge Island and Chris Muller have been a huge asset to our island and WABI. Chris has done some fabulous work to raise awareness of our island and open doors with the Seattle Concierge Association. We have partnered with them on many events and tastings for various groups. WABI also attended the Seattle Concierge convention and poured wines and donated to a gift basket along with several other island organizations.

Taste Washington: We attended Taste Washington for the first time in 2017 with support of LTAC funds and had great awareness for our Wine on the Rock events and BI. In 2019, most event attendees were surprised to find that there are seven wineries on BI and were excited to visit for Wine on the Rock events. We distributed over 1000 rack cards advertising our events.

Kitsap Wine Festival: Because of LTAC funds, the last two years we have been able to attend and represent the wineries and WOTR at this food and wine event held in Bremerton at the Fountain Park. It was a great event to reach those that are in Bremerton, Gig Harbor, Port Orchard and beyond. Like other events, many attendees were surprised to hear about the wineries in their backyard and wanted to visit. We distributed about 200 rack cards advertising our events.

Magazine Publications: Because of the work of a dedicated marketing consultant, we were able to get multi page articles published in three magazines which creates huge awareness for Bainbridge Island. These magazines are Alaska Beyond (Alaska Airlines in-flight magazine), Sip Northwest (a Seattle based food and wine magazine) and Westsound Home and Garden (a regional magazine with a distribution base of 70K on the Kitsap and Olympic Peninsulas).

Northwest Wine Radio: Again, due to the work of our marketing consultant, we were able to get a winery interview on Northwest Wine Radio – a wine radio program on KOMO. The wineries also purchased a series of ads that feature WOTR events.

Wine Trail App: We worked with the North Kitsap Rotary Club to develop a wine trail app. This app went live (soft launch with no promotion) in early September 2019 and allows those who purchase the trail on the Donor Trail app to visit 6 of the Bainbridge Island wineries and receive discounted tastings. This trail is good for one year and allows people to visit wineries anytime and stay for the weekend while tasting. We would like to use future LTAC funds to promote the app and include other organizations (like lodging, transportation, restaurants and retailers). The app trail proceeds go to One Call for All.

3. 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:

LODGING/TOURISM FUND APPLICATION

Project Information

Describe the proposed project.

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.

- a. **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.
- b. **Schedule:** Provide a project timeline that identifies major milestones. **Timeline attached.**

The main objective of our project is to raise awareness of Bainbridge Island as a wine destination through 4 annual Wine on the Rock events as well as 2 off island events and the promotion of our newly created Bainbridge Island Wine Trail program. The island is home to seven great and unique wineries that are worth the visit from Seattle and beyond. The economic impact of wine and wine grapes in Washington shows an increase of \$1.3 billion since 2009, or a compound growth rate of 8.5 percent per year, according to a recent study by Washington State Wine. The economic impact of the state’s wine industry was \$4.8 billion in 2013, up from \$3.5 billion in 2009 and is continuing to increase at a rapid rate. We have seen what focused marketing efforts can do to capitalize on this economic growth for wine areas like Woodinville Wine Country and Wine Yakima Valley and would like to see the same kind of tourism and promotion for Bainbridge Island. These wine areas have close partnerships with the local chamber of commerce as well as local businesses and

create regular special events and plan wine weekend itineraries for out of town visitors and WABI hopes to do the same. Our local organizations have been great partners in promoting our 2019 Wine on the Rock events and we expect them to continue with this support.

We will achieve our project's objective primarily through our four 2020 Wine on the Rock weekend events: February 15 & 16, May 9 & 10, July 25 & 26, Nov 7 & 8. All events will receive the marketing and PR support listed above plus distribution of flyers and brochures at Seattle hotels and increased social media promotion via ads on Facebook. With a new BILA marketing consultant, we will again strengthen and co-promote of WOTR overnight getaway packages. These packages will be promoted for each event and for anyone who stays two or more nights on the island during WOTR, they receive a bottle of local wine in their room, \$5 discount on WOTR ticket, discount at other local attraction (like Bloedel) or local restaurant. We are requesting funds to be able to advertise ticket sales for these events on social media as well as provide funds to allow our marketing consultant to run the program and partnership. We are requesting a total of \$6,000 for WOTR promotion which consists of the following:

- o \$1200 to place Facebook targeted ads (\$300 per event)
- o \$800 for event posters and cards to distribute to attendees with a map of Bainbridge Island, featuring local establishments and highlights while they're out wine tasting at the event. (\$200 per event)
- o \$1500 graphic designer fees for collateral, rack cards and social media graphics
- o \$2500 rack card printing. For placement on the Seattle/Bainbridge ferry terminal.

In addition to the four Wine on the Rock events, WABI would like to attend off island events to promote our wine destination and attendance for the Wine on the Rock weekends. We are starting to create visibility for our island as a wine destination and would like to continue the momentum by attending wine events again. These events include:

1. Taste Washington: March 21-22, 2020. This year is the 23rd anniversary of the event and will have over 75K attendees from around the state and nearly 300 wineries and over 65 restaurants. The event takes place at Century Link Field and is one that WABI should attend. Other wine regions like Woodinville Wine Country, Wine Yakima Valley and the Olympic Peninsula Winery Association have a presence at this event, sharing their wine and promoting tourism with this targeted audience and Bainbridge wines need to be represented as well. Details include: 10x10 booth, pouring all seven island winery wines and promoting our Wine on the Rock events. We attended this event the last three years with support of LTAC funds and had great visibility for our wineries and BI. Total Taste Washington event cost estimated at \$1,250 and includes:

- o \$250 booth fee
- o Give aways: \$1,000

2. Kitsap Wine Festival: August 8, 2020. WABI has attended this event the last three years with the support of LTAC funds. The event is held at Harborside Fountain Park, Bremerton with over 1K attendees. This is a local food, wine and music event attracting attendees from all over Kitsap County and beyond. There are no wineries in Bremerton and Bainbridge Island has the closest winery location. Anyone in Kitsap County is a target market for our wine consumer and close enough for a weekend getaway. This event provides visibility and promotes tourism. Total event costs are estimated at: \$500 and includes:

- o Give aways: \$500

3. We recently launched a Bainbridge Island Wine Trail program utilizing the existing "Donor Trail App" that is being used for the Kitsap-Olympic Ale Trail. How it works: You purchase the Kitsap-Olympic Wine Trail Pass for \$30.00 on the Donor Trail App or you can purchase a gift card that you redeem on the App. The Kingston-North Kitsap Rotary Club manages the collection of the donations which is selected by the app purchaser. Two non-profit choices are North Kitsap Rotary Club and One Call for All. The trail pass is good for one year from the time it's activated. Six Bainbridge Island wineries offer a two for one flight, redeemable in the tasting rooms. Our future plans with this app include expanding or creating an overnight "weekend" package including lodging, restaurants and shopping. We see this as a great way to get people onto the island to stay

and enjoy wines over multiple days. We have the freedom to create whatever offers or packages we'd like and can involve many island businesses and organizations to help increase usage of the Wine Trail program. The individual wineries are responsible for the discount, but funds are needed to help promote and market this program further in 2020. The Rotary Club president has a contact at KOMO TV and we have already received approval to share the program on the local morning TV news. In addition, we are requesting funds for:

o Social media paid promotion: \$500

o Planned radio promotion with partnership on NW Wine Night (KOMO): \$500

4. Photography: Two years ago with the help of LTAC funds, we were able to update and launch a new, robust WABI website. We used photos from the wineries and ones that our marketing consultant took. We are requesting LTAC funds for two professional photo shoots of the wines, WOTR events and wineries to use on our website and social media. We need professional content to be able to attract the type of tourists we're targeting to the island. We often get requests from media outlets (like Alaska Beyond Magazine, Sip Northwest Magazine and Westsound Home and Garden) and need professional photos to share. Through our contacts of the Washington State Wine Commission, photos of the Wine on the Rock event were recently requested by Forbes Magazine for a write up on Fall wine events. Our event was included in forbes.com, but our images weren't. This could be due to the lack of professional, engaging photography. WABI submitted photos of our past events, but they aren't the best representation of our wines, our island or the event because they lack the professional touch. To continue to further our work and partnership, professional photos are a big need for WABI in 2020. We are requesting \$7,000 for two separate photo shoots. One will happen during our two day February Wine on the Rock event and the other will happen during our two day July Wine on the Rock event (\$3,500 per WOTR) event. We need seasonal photos and February shows one season and July another on the island.

5. Marketing Consultant: To execute our marketing and event efforts, maintain our website, social media and partnership relationships, we are requesting funds for our part time marketing consultant. The consultant has been invaluable to WABI and we couldn't do what we do without her. The consultant will be able to provide year-round support not only for these Wine on the Rock events and other community events, but also help with PR efforts, collaboration with other BI organizations, social media posting, etc. Part of the consultant's responsibilities would be to elevate Bainbridge Island as a wine destination and the wines of Bainbridge Island through the WABI website and digital presence. There are over 3.3 billion active social media account users and WABI would like to capture more of their attention. Marketing consultant annual fees - \$12,000

A. Total funds needed to execute all items in this plan would be **\$27,750**.

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.

Alternate levels of funding:

B. **\$23,250**: Includes removing Kitsap Wine Festival event, Wine Trail promotion and half WOTR support.

C. **\$19,750**: Includes removing Kitsap Wine Festival event, Wine Trail promotion, half of WOTR support and only one photo shoot (reduces photographer's costs to half).

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.

As mentioned above, our first three 2019 Wine on the Rock events had 444 attendees. We could accommodate as many as 400 pre-event tickets for each of these 4 events. For 2019, Wine on the Rock attendance was down from prior year due to a few key uncontrollable factors.

In January 2019, two wineries on the island decided that Wine on the Rock events do not fit into their business model and they opted out of participating in 2019 Wine on the Rock events.

The February event had to be cancelled at the last minute due to the “snowpocalypse 2019”. Many people had purchased tickets in advance and refunds were issued. The event was moved to the following weekend in February, but because of the short notice, ticket sales to this event were soft. Unfortunately, the weather was out of our control and the wineries did the best they could to accommodate attendees the following weekend, but ticket sales were impacted.

Our past partner, BILA, lost their marketing consultant at the beginning of 2019 and we were unable to get the same partnership commitment we had in years past with BILA. Up until last year, BILA has been a great partner for the wineries and we have always done overnight packages for each WOTR that included overnight accommodations, discounted WOTR tickets, restaurant discounts and other incentives to visit local accommodations (like special gifts for visiting Bloedel during WOTR weekends). Without the support and the promotion efforts from BILA, our ticket sales decreased.

These factors were out of our control and we are confident that in 2020, we can again increase ticket sales and achieve our attendance goals.

Our goal was to have 85% of attendees visiting from off island and we are at 93% for the first three events. With continued focus on targeted marketing efforts outside of Bainbridge Island, we would like to continue attracting 90-95% of attendees visiting from off island for 2020. With most people attending this event from out of town and drinking, the odds of them staying for one or more nights are high. Using our projected numbers, this would bring in an additional 1,500 new visitors to the island next year solely for Wine on the Rock events. With additional focus on attending outside events like Taste Washington and Kitsap Wine Festival, as well as launching the BI Wine Trails program we would conservatively estimate if 2% of attendees at these events visited the Island, we could bring in several hundred additional visitors for overnight stays next year. Visitors may also see Bainbridge Island as part of our marketing efforts and visit the island for attractions other than wine, which we can't measure. Many groups of friends return to the island and Wine on the Rock events year after year. A great success story we heard at our February 2018 WOTR event was from a group of 10 ladies who all came to Bainbridge Island from out of state. They have been friends for years and each year plan a week away. They each live in different US cities and states and saw our WOTR event through our Facebook ads. They said it sounded like fun, rented a house for the week and spent their girl's trip on Bainbridge Island and attending WOTR! There are many stories like this that aren't quantifiable, but significantly impact tourism on the island.

- 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.

With Wine on the Rock events happening over two days, spread across multiple wineries, most of the attendees visiting from out of the area would need overnight accommodations for at least one night. Because most of our attendees are out of town and many out of state, a two-night stay is very likely. If only 50% of those who purchased a ticket to the Wine on the Rock event stayed overnight (this will likely be higher since 90+% of attendees will be coming from off island), that would be an additional 800 people staying overnight. This would further increase our need to partner with other Kitsap county lodging to support the amount of overnight lodging needed for these attendees.

- 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). If those 800-people stayed overnight (2 guests per room) at an average of \$150/night for only one night, the Wine on the Rock events would bring an

additional \$60K in revenue for Bainbridge Island or Kitsap lodging. The number would increase to \$120K if attendees stayed two nights. Dean Runyan Associates estimates that for every \$1 spent by guests on accommodations, another \$5-8 is spent at local shops, restaurants and attractions. On the low end, we can estimate that visitors would spend about \$600K annually on Bainbridge Island because of our Wine on the Rock events. Wine production supports tourism. Total consumption of wine and wine consumption per capita are at all-time highs in the United States, and a recent Gallup poll indicates that Americans' alcoholic beverage preference is shifting from beer to wine and liquor. Washington's wine industry is an important attractor of tourists. As the state's wine offerings increase in popularity, its wineries become more attractive tourist destinations. In 2014, an estimated 808,000 tourists visited wineries in Washington State, including 2.1 million winery visits. Total spending by wine tourists reached an estimated \$193.1 million in 2014. Bainbridge Island needs to further capitalize on this growth!

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.

Three of our four Wine on the Rock events happen in the off season. If these events attracted 400 attendees each, we would expect about 1200 attendees total in the off-season. If 50% of those stayed overnight (2 guests per room) at an average of \$150/night for one night, we would expect Wine on the Rock to bring in an additional \$45K in revenue for Bainbridge Island or Kitsap lodging. This number would increase to \$90K if those attendees stayed two nights. As we focus on programs like the Wine Trail App, this will allow visitors to attend in the off-season as their schedule allows and wouldn't be dependent on any island event.

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

As outlined above, we have had three years of organized Wine on the Rock events with huge success measured in attendance, off island visitors, marketing impressions and public relations post event. Leading the efforts for these events is a marketing professional with over 15 years of corporate marketing and event planning experience. She has worked with WABI since April 2016 and has done a significant amount to increase awareness of Bainbridge Island and the wineries. She has master's degree in business as well as a wine fundamentals certification from the International Sommelier Guild and a Wine & Spirit Education Trust Wine Level 2 Certification. We would like to be able to utilize this consultant further in 2020. She also serves as a critical liaison between WABI and other island and off island organizations creating relationships to promote tourism. WABI would be unable to do what we do without this critical role.

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.

To continue to build on the success of 2019 Wine on the Rock events and further partner with BILA, those member properties will offer guests who attend the Wine on the Rock event and stay at their property a free bottle of local wine and discounted event tickets. Several opportunities popped up during the year which we were able to support because of LTAC. Receiving this grant helps up better partner with local non-profits and work together to create additional events and marketing programs which encourage overnight stays. As mentioned, WABI meets monthly with other local organizations (like BILA, Visit Bainbridge Island, Chamber of Commerce and Tour Bainbridge) to review programs and opportunities and leverage limited resources and ensure we're all working together and not duplicating efforts. We worked very closely with Visit Bainbridge Island to provide tastings and hosted events with VIP visitors on the island. Chris Muller has been a huge asset to our island and has done some fabulous work to raise awareness of our island and open doors with the Seattle Concierge Association.

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

While the Wine on the Rock events are not new to the community, they are still in the early stages of the events. Events like this draw people year after year and take some momentum to get going. As we create

awareness for the island and the island wineries, visibility to these events will increase as will attendance. These events are an innovative use of LTAC funds because they involve something that necessitates overnight lodging (two days of winetasting) and has drawn people from off island the last three years. The Wine Trail app is new to the community and is innovative and new to wine consumers. This is an opportunity to leverage the LTAC funds in an innovative way with new technology and will reach a younger demographic and encourage them to visit the island for not only wine tasting, but for overnight stays and more shopping, exploring and dining on the island.

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

See answer to d. above for expected increase in tourism. The Wine on the Rock events are also a great event for community members to attend or invite guests from out of town to attend with them. The local wineries give back to local non-profits and donate much wine to island fundraisers and auctions. The individual wineries are a critical part of the island's economy and most are involved in partnering with community events benefiting a wide range of charities.

- i. If for a capital project, detail the project's expected impact on increased tourism.
- j. Describe the degree to which the project goals and/or results can be objectively assessed.

Our Wine on the Rock event goals can be easily measured by ticket sales. We can also measure the number of overnight stays by providing attendees with a special promo code when booking accommodations. Any other events, like a winemaker's events can also be measured by tickets sold and attendees. Other event results (like Taste Washington) can be tracked through the brochures given out at the events. We will add a promo code on the cards for anyone purchasing tickets from those events to use when registering. Our ticket sales to our events are hosted through Eventbrite which captures all attendee data, location and demographic information.

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

Visit Kitsap Peninsula (VKP) has been a great partner with WABI supporting our Wine on the Rock events each year with VKP funds for social media posting which received tremendous results. Depending on their grant, Visit Kitsap Peninsula will give matching paid and in-kind media and promotional support, which includes pro-bono membership for all the wineries. This includes all the marketing that the VKP is already doing for WABI about digital marketing; eNewsletters, event promotion, etc. We are also planning a co-op marketing effort with Wine on the Rock events and lodging packages, including buying Facebook posts.

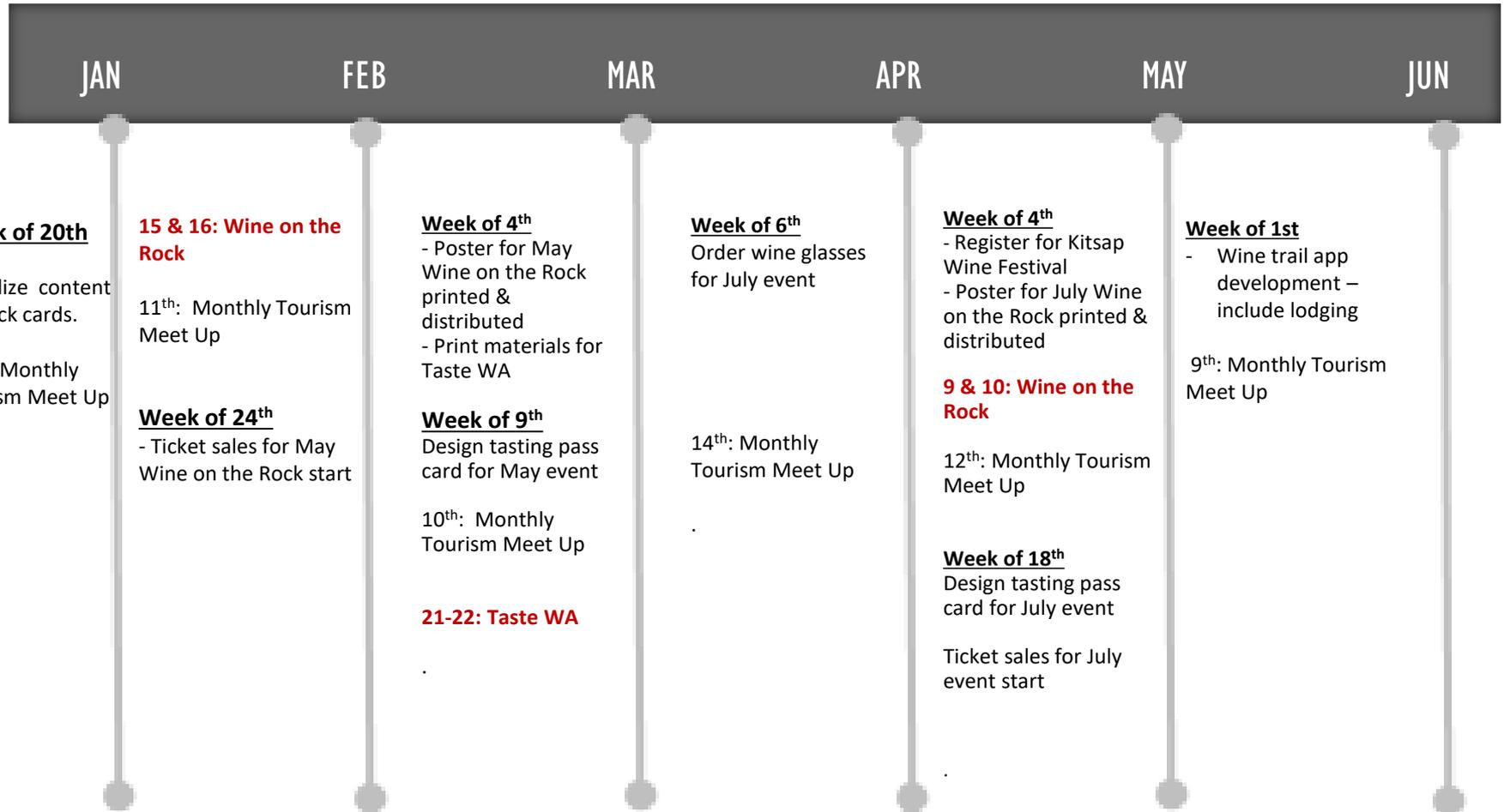
North Kitsap Tourism Coalition was a great partner in promoting our 2018 & 2019 Wine on the Rock events through video creation and social media and is again looking to provide support for these events in 2020.

BI Lodging association has a special events tab on their website and will promote our Wine on the Rock events as well as help in planning, executing and hosting various events throughout the year. They will also be a critical partner in the updated Wine Trail app.

Destination Bainbridge offers many opportunities for the wineries to get connected to the Seattle concierge network and other travel and social media influencers. With LTAC funds WABI will be able to continue to partner with these organizations to increase tourism to the island.



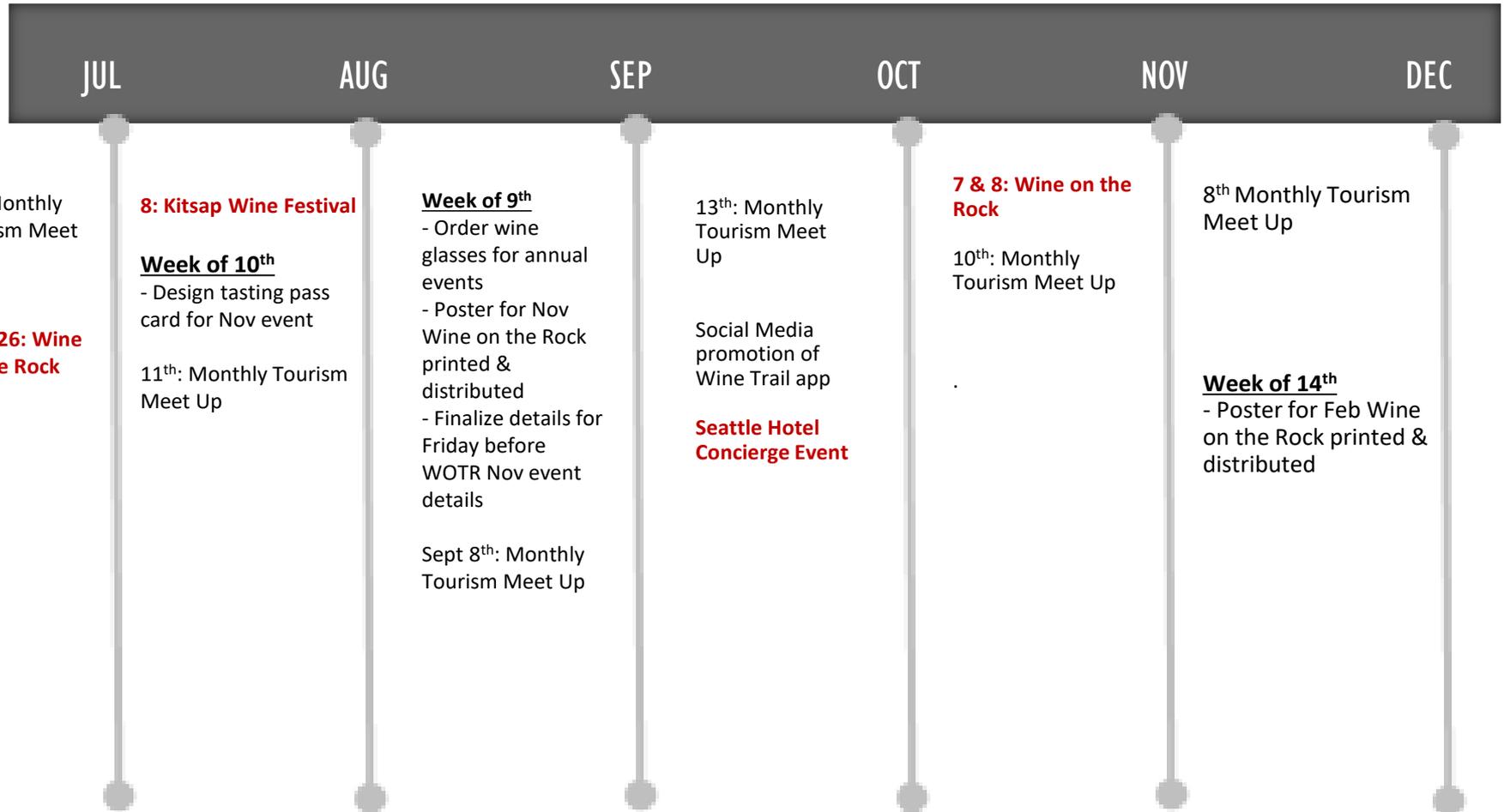
2020 Winery Alliance of Bainbridge Island: Winery Tourism Events Project Timeline



Marketing, PR activities and social media ads are continuously occurring throughout the year.



2020 Winery Alliance of Bainbridge Island: Winery Tourism Events Project Timeline



Marketing, PR activities and social media ads are continuously occurring throughout the year.

Expenses by Wineries for WOTR (estimated)	Feb.	May	July	Nov.	Totals
AW	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 2,800.00
EH	\$ 930.00	\$ 952.00	\$ 1,494.00	\$ 1,485.00	\$ 4,861.00
Eleven	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 4,000.00
FBW	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 4,000.00
RBW	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 3,200.00
	\$ 4,430.00	\$ 4,452.00	\$ 4,994.00	\$ 4,985.00	\$ 18,861.00

Eagle Harbor (actual)	Feb.	May	July	Nov. 2018	Totals
Wine	\$ 240.00	\$ 427.00	\$ 536.00	\$ 715.00	
Food	\$ 540.00	\$ 375.00	\$ 433.00	\$ 620.00	
Staff	\$ 150.00	\$ 150.00	\$ 225.00	\$ 150.00	
Music			\$ 300.00		
Total	\$ 930.00	\$ 952.00	\$ 1,494.00	\$ 1,485.00	\$ 4,861.00

**Winery Alliance of Bainbridge Island
 Profit & Loss**

January through December 2019
 Jan – Aug 2019

	2019 Budget	Actual	2019 Est
Ordinary Income/Expense			
Income			
LTAC Grant	15,000.00	7,731.72	15,000.00
Membership Dues	7,350.00	4,455.00	7,350.00
WOTR Ticket Sales	35,000.00	20,400.63	27,000.00
Total Income	57,350.00	32,587.35	49,350.00
Gross Profit	57,350.00	32,587.35	49,350.00
Expense			
Business Expenses	2,435.00	1,221.00	2,435.00
Contract Services	18,850.00	11,012.77	18,850.00
Operations	770.00	192.20	700.00
Other Types of Expenses			
Advertising Expenses	5,500.00	7,083.22	8,000.00
Insurance - Liability, D an	520.00	506.00	506.00
Memberships and Dues	650.00	685.00	685.00
Promotional Event Fees	300.00	551.74	551.74
WOTR Event Expenses	8,300.00	1,726.00	3,000.00
Total Expenses	37,325.00	22,977.93	34,727.74
Net Ordinary Income	20,025.00	9,609.42	14,622.26
Other expenses			
Revenue Share distributions	15,975.00	0.00	14,622.26
Net Income	4,050.00	9,609.42	0.00

Winery Alliance of Bainbridge Island

Profit & Loss

January through December 2018

Jan - Dec 18

Ordinary Income/Expense	
Income	
LTAC Grant	14,500.00
Membership Dues	3,700.00
WOTR Ticket Sales	<u>33,531.00</u>
Total Income	<u>51,731.00</u>
Gross Profit	51,731.00
Expense	
Business Expenses	35.00
Contract Services	20,218.12
Operations	662.86
Other Types of Expenses	11,572.20
Reconciliation Discrepancies	0.03
Travel and Meetings	<u>505.30</u>
Total Expense	<u>32,993.51</u>
Net Ordinary Income	18,737.49
Other Income/Expense	
Other Expense	
Revenue Share Distributions	<u>17,215.79</u>
Total Other Expense	<u>17,215.79</u>
Net Other Income	<u>-17,215.79</u>
Net Income	<u><u>1,521.70</u></u>



September 10, 2019

To: 2020 Lodging Tax Advisory Committee

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

Re: Letter of support for Bainbridge Island Wine Alliance 2020 LTAC
proposal

I would like to offer our support for the Bainbridge Island Wine Alliance's 2020 application for Lodging Tax funds. Specifically their work toward expanding their Wine on the Rock event. Their initiative in organizing our Island wineries and producing such events is truly important when marketing the island. These experiences are not to be missed.

The solid partnership between the Wine Alliance and the Bainbridge Island Downtown Association has enabled us to develop an effective strategy targeting visitors during off peak months.

By working together we have been able to develop action plans that enable us to provide effective outreach and an enhanced visitor experience. Our goal is to provide services and destination marketing that complement each other without overlapping.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read 'Jerri Lane', is written over a circular stamp or seal.

Jerri Lane, Executive Director; Bainbridge Island Downtown Association



LTAC Grant Selection Committee,

September 9, 2019

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

The North Kitsap Tourism Coalition (NKTC) began in 2011 as a grassroots, ad-hoc volunteer group of individuals with a passion for the Kitsap Peninsula and a unified mission to increase tourism in their areas. We gained non-profit incorporation status within the State of Washington in August 2014 and obtained our Federal Non- Profit 50c6 status in 2015.

Our primary focus is utilizing digital marketing to highlight the sights, sounds and adventures that await visitors to our Kitsap Peninsula while preserving unique identities for each community. Here's where Winery Alliance of Bainbridge Island comes in. We've been partnering with WABI for a few years now and the videos we've produced are some of the highest performers for engagement by viewers. The Wine on the Rock Events are very successful due to the amazing experience for wine lovers. WABI brings a very desirable visitor to our market and we feel they have some of the best events in not only North Kitsap, but in all regional wine markets.

It is our pleasure to continue supporting WABI through digital media and production and we look forward to working with them in 2020.

Sincerely,

Chris Archunde, Board President – NKTC



September 2, 2019

Lodging Tax Committee Members,

It is my pleasure to write a letter of support and partnership for the Winery Alliance of Bainbridge Island and their 2020 Lodging Tax Grant Proposal.

In my role with Visit Bainbridge, I look for innovative and creative ways to market Bainbridge Island to both local, drive and regional market segments. Key to these market segments are innovative programs and events that draw new audiences such as their quarterly Wine on The Rock. In partnership with the wineries, we have experienced good success leveraging these events within my contacts to encourage both day and overnight visitors. Visit Bainbridge also partners to bring visibility to the wineries through local tradeshow, inclusion on Familiarization Trips and Media Visit itineraries. The Wine Alliance is always willing and eager to collaborate in an effort to promote one of Washington's best kept secrets and the seven boutique wineries on Bainbridge Island.

To that end, I encourage your support of the Winery Alliance of Bainbridge Island and their efforts to promote their wineries to a variety of tourism audiences.

Warm Regards,

Chris Mueller

Christine Mueller
Executive Director, Visit Bainbridge



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Warm Regards,

Chris Mueller

Christine Mueller
Executive Director, Visit Bainbridge



September 9, 2019

Bainbridge Island Lodging Association
Post Office Box 10895
Bainbridge Island, WA 98110

Dear LTAC Committee members,

The Bainbridge Island Lodging Association would like to offer our enthusiastic support for the Winery Alliance of Bainbridge Island (WABI) and for their request for funding through the Lodging Tax Fund.

The Winery Alliance and BILA have partnered in cross promotion and event collaboration. We look forward to and value these opportunities. The Bainbridge Island Lodging Association is committed to offering their event participants a special welcome for Wine on the Rock weekends. We will also provide a direct link on our website to their event page and website. We have been partnering and providing lodging packages for the Wine on the Rock weekend events and would like to expand these packages in 2020 to provide even more value and to offer additional benefits for guests to stay two nights on the island while attending winery events.

WABI has been a crucial partner for BILA and has help create new ideas and events to draw out of town visitors to the island. The Wine on the Rock weekends have been very successful so far and are something we have many guests look forward to and return year after year to attend from off island. We look forward to a close partnership that will allow us to package wine tours and lodging to entice even more out of town guests. We recognize that having events and partners like WABI allow us to bring more visitors to the island. Lodging will be an important aspect to ensuring these valued visitors have a positive island experience.

We look forward to supporting WABI in their future events and endeavors and will keep the forward moving momentum going to increase tourism and put a special touch on visitor experiences.

Sincerely,
Claire Donahue
Marketing Coordinator

Bainbridge Island Lodging Association
BainbridgeLodging.com DestinationBainbridge.com