

2019 LODGING AND TOURISM FUND APPLICATION

Arts & Humanities Bainbridge

Final Report

Summary of 2019 Currents Online Website Development & Launch

With the successful launch of *Currents Online* on June 13th, 2019, this year's LTAC grant funding awarded to Arts & Humanities Bainbridge could not have been better utilized.

Currents Online (Bainbridgecurrents.com), AHB's new community, cultural platform, now provides anyone anywhere with easy online access to the abundance of arts and culture on Bainbridge Island.

By simply going to *Currents Online*, the user has immediate access to a comprehensive interactive calendar with information about everything from concerts, theatre events, gallery shows, poetry readings, lectures and more. Besides discovering what to do and where to go, users can also explore local artist profiles including links to multimedia, social media and that offer a taste of that artist's background, style and medium.

Cultural organizations and businesses who support the arts can also be found on the site, including those to offer their venue as a space for a social gathering or celebration.

Public Art – art physically located on public spaces – can also be viewed on the site including an interactive map of the island with links to the location of that specific piece of public art. An extensive Arts Education sub site was launched in September to coincide with the beginning of the school year. This site highlights the island's various arts and educational programs available to school age children. Lastly, the site also hosts a plethora of resources of cultural interest including collaboration opportunities, employment and volunteer openings, calls for artists, upcoming grants and links to local transportation, tours and lodging.

Our goal for building and hosting *Currents Online* was to connect Bainbridge residents and visitors alike to the full array of the island's arts and cultural offerings. With this new site, *Currents Online* increases the visibility of cultural events, artists and non-profit organizations and much more, while enhancing Bainbridge Island's reputation as a mecca of creativity.

Project Objectives

LTAC funding was used to help fund the initial development expenses to build the *Currents Online* web site. AHB hired Artsopolis, a local organization founded and run by Jeff Trabucco,

who happens to be a Bainbridge Island resident. His company builds community engagement platforms that are focused on arts, culture, entertainment and recreation. Artsopolis boasts that they serve 55 communities, over 150 syndicated networks and have been in business for 19 years.

Specifically, funding from the LTAC grant allowed us to utilize the extensive experience Artsopolis and Jeff Trabucco brought to the project and in an amazingly short period of time, create and successfully launch *Currents Online* here on Bainbridge island.

Specific Measurable Results

The launch of *Currents Online* was well publicized. AHB utilized several familiar as well as new local marketing tactics, including an announcement postcard mailed to all island residents, a pre-launch banner hung over Winslow Way, an ad on the digital display screen on the Bainbridge ferries, an article in Currents Magazine, a press release with the Bainbridge Review, a podcast with Bainbridge Community Broadcast at BARN, an eblast to our email distribution list, announcements on our social media sites and posters and flyers distributed throughout the island. We also included pre-launch marketing at our other AHB events.

Based on actual numbers and user metrics, we have created a *Currents Online* dashboard that will help us share the growth and user acceptance of *Currents Online*. This tool provides the key performance indicators, (KPI's) and an "at a glance" look at the growth of our users. The KPI's include "click throughs", "ticket sales", "length of time" spent on the site, "total page views" and "email distribution" list growth. With only 6 months under our belt, this tool is still in its infancy, but we are seeing growth and positive responses. We imagine that with time, these metrics will evolve to include additional information that will help us with advertising, sponsorships and content syndications.

(See attached dashboard for December 2019).

Involvement of any Partners and Unexpected Cooperative Relationships

Before the work began with Artsopolis, AHB hired Jean Marie Shields, a highly recommended brand and strategy expert, to help us develop the plans for the next phase of our organization's objectives. This initial work included evaluating the feedback we had received from representatives from the cultural organizations and from local businesses and community members. With her guidance, we created a pre-launch communication campaign, including community workshops, marketing and multi-layered promotional activities for the launch of

Currents Online, (note the marketing activities mentioned above.)

One of the initial and most successful hands-on tactics, were the community workshops. AHB staff and board members lead over ten introductory workshops, providing both background for the site and a sneak preview of what to expect when the site launched. These workshops allowed participants, who included cultural partners, local business owners, representatives from other nonprofit organizations, interested community members and artists to help us fine tune our marketing efforts and to ask questions about what the site would include and how they could participate.

AHB also launched a plan to create sustaining revenue streams, which includes a small and targeted amount of advertising on the site, annual sponsorships and calendar content syndication. Regarding this last option, we have recently contracted with three island nonprofit organizations, the *Bainbridge Downtown Association*, *Visit Bainbridge* and the *Bainbridge Lodging Association*, to directly link specific calendar events from the *Currents Online* calendar directly to the calendars on their sites, aligning the chosen events with their business needs. These are wonderful partnerships that we are thrilled to have fostered and look forward to developing further in 2020.

We plan to expand this group as well as grow our advertising and sponsorships in 2020 as well.

Analysis of Actual Expenses and Income in Relation to the Projected Budget

See attached budget and actuals.

Good Faith Best-Estimate of Actual Attendance Generated by the scope of work in the three categories below:

In our 2019 grant application, our stated goal was to amplify the voice of the island's cultural sector. By utilizing this technology to increase the reach and efficacy of the marketing efforts of individuals and organizations throughout our community, we believe that visitors and attendance at island events will grow.

By syndicating our calendar events with our tourism partners as mentioned above, we see these connections assisting in the growth of island residents and off island visitors immensely.

In our grant application, we were specifically focused on presenting everything in one attractive and easy-to-use venue, drawing more tourists and seeking to take advantage of our vibrant arts and culture scene found here. This comprehensive tool has already become the go-to resource

for visitors to Bainbridge Island, whether they come from across the water or from out-of-state as we can see by our collaborations with the tourism organizations.

- Travelers staying overnight in paid accommodations away from their place of residence or business; while we estimate that this will grow as *Currents Online* is utilized more, we don't have specific numbers for this metric after just 6 months.
- Travelers staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles; again, with increased use and additional time, this is a metric we hope to quantify in the near future, but do not as yet have these numbers.
- Travelers for the day only and traveling more than 50 miles; while we don't yet have these specific metrics, we again estimate that with increased utilization, these numbers will grow.

It is our plan to coordinate with our tourism partners to establish a baseline from 2019 for these traveler metrics, then track them throughout the year, creating a comparison at the end of 2020.

Describe the Methodologies used to arrive at the good faith estimate of actual attendance numbers described above.

In addition to the calendar event syndications, AHB facilitated an additional partnership opportunity with Visit Bainbridge and the Bainbridge Lodging Association. To help grow island visits, both during the holiday season and now during upcoming "off season" periods AHB worked with both organizations to create an expanded Friday Art Walk visit.

With the assistance of members of the Directors Forum, a monthly congregation of Executive Directors from the island's cultural organizations, we collaborated to host Seattle Hotel and Apartment Concierge visits during the island's monthly First Friday Art Walks. The goal for these joint efforts was to utilize events already in play on the island associated with the Art Walk and build additional relationships with other cultural organizations, such as Bainbridge Island Historical Museum and KidiMu, not normally involved with First Friday Art Walks. These were quite successful, and we plan to host more of these types of collaborative events in 2020.

We again plan to create baseline metrics for the actual attendance numbers to allow us visibility into the benefits our new website and its utilization brings to island tourism.

2019 LTAC Grant Application

Arts & Humanities Bainbridge

Budget and Actuals

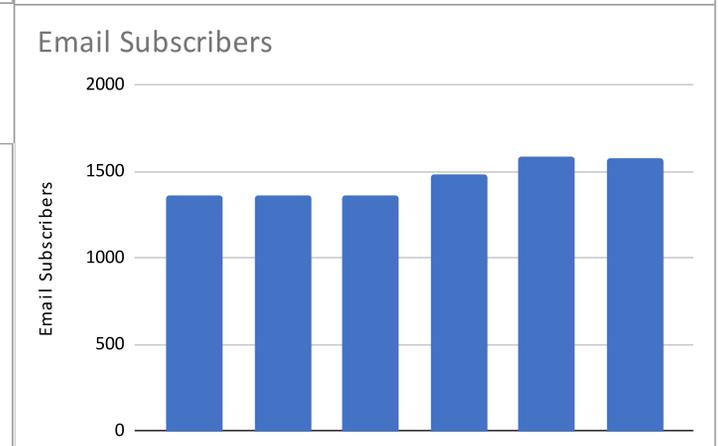
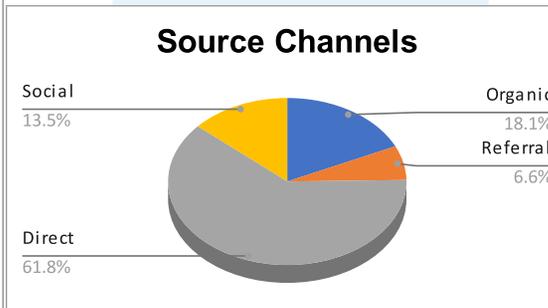
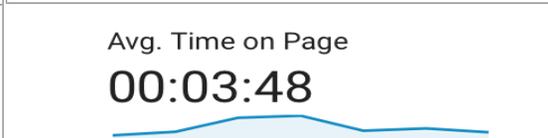
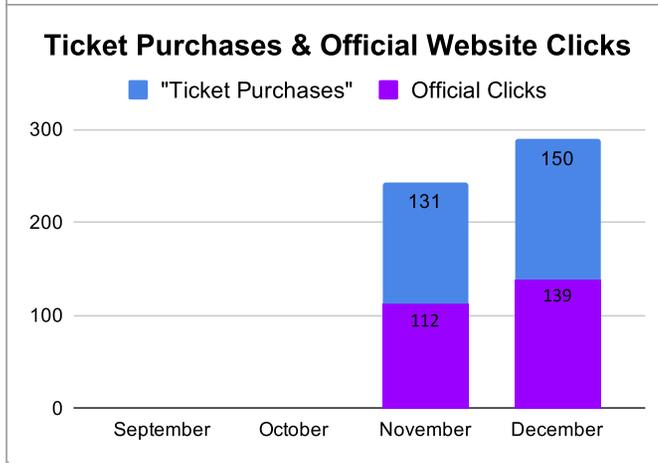
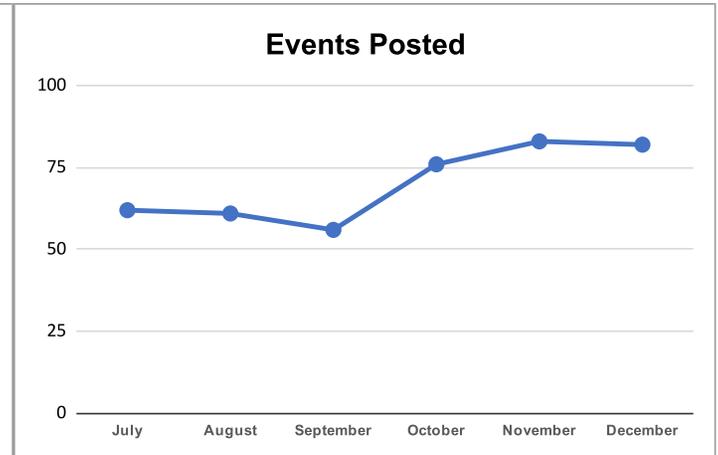
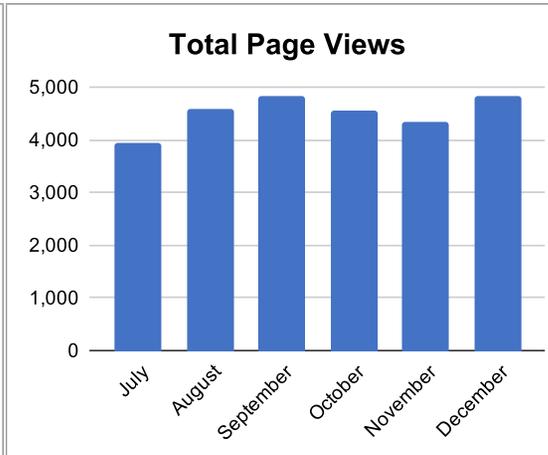
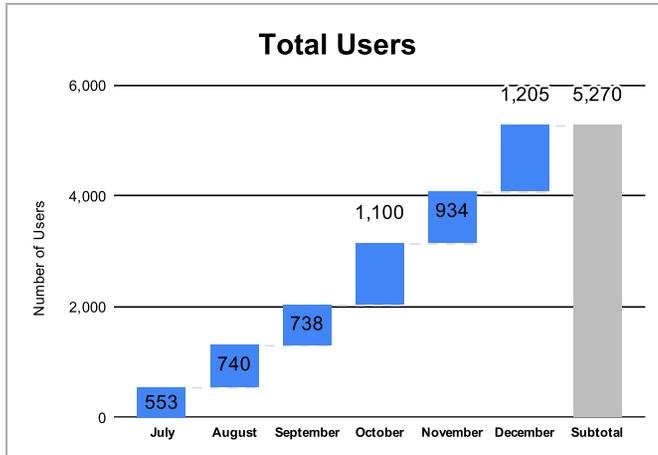
	Project Budget			Actuals
Income	Other Sources	LTAC Funds	Total Income	
COBI LTAC Grant		15,000.00	15,000.00	15,000.00
Private Donations	8,000.00	0.00	8,000.00	3,000.00
Other Grants (BCF, Rotary)	10,000.00	0.00	10,000.00	9,000.00
Organizations Sponsorships	5,000.00	0.00	5,000.00	4,000.00
Total	23,000.00	\$15,000.00	\$38,000.00	\$31,000.00
Expenses	Other Sources	LTAC Funds	Total Expenses	
Initial Expenses				
Platform Development	12,000.00	15,000.00	27,000.00	25,000.00
Digital & Print Advertising	1,500.00	0.00	1,500.00	5,000.00
Training & Workshops	2,000.00	0.00	2,000.00	1,500.00
Ongoing Expenses				
Maintenance & Site Development	2,000.00	0.00	2,000.00	0
Administrative support	10,000.00	0.00	10,000.00	5,000.00*
Total	27,500.00	\$15,000.00	42,500.00	\$36,500.00
Net Income			- \$4,500.00	-5,500.00

- Administrative support – part of AHB general operations.
- Maintenance and site support begin in 2020

Monthly Currents Online Analytics

December, 2019

Key Performance Indicators



Data for September & October Unavailable

Direct: Types Currents into URL
 Social: Clicks from social media
 Referral: Clicks from forwarded links
 Organic: Clicks from search engines



Analytics courtesy of Arts & Humanities Bainbridge

currents
 BAINBRIDGE ISLAND ARTS & CULTURE

