



## REPORT ON EXECUTION OF SERVICES

### Bainbridge Arts & Crafts 2019 LTAC Grant

- Summarize the activities undertaken in providing the scope of work.

In 2019, Bainbridge Arts & Crafts was awarded 15,000 to purchase video screen advertising on the Washington State Ferries, ads in Art Access, The Stranger, and off island advertising USPS postage. With the LTAC grant, BAC advertised 13 different exhibitions to Bainbridge residents, commuters, and visitors via this outlet.

The ferry video screens are an excellent value and an effective means for getting the word out to visitors. Washington State Department of Transportation provides advertising opportunities on video screens of all of the WSF vessels and terminals. The WSFS is the largest marine transportation system in the United States, and the largest vehicle ferry system in the world, with more than 25 million passengers traveling through the ferry system each year. As per our project objectives, each month we designed and produced a 12-second ferry ad that was projected on 16 screens once every 15-minutes for 20 hours each day, adding up to 38,400 spots per month.

Art Access is a free publication that reaches thousands throughout the state and monthly exhibition and program announcements are mailed to thousands both in state and out.

The Stranger is the primary arts information resource for King County.

- Reference the specific measurable results specified in Attachment A. Were they achieved? If not, what challenges prevented the achievement of the anticipated results?

BAC measures the effectiveness of our advertising in a variety of ways: attendance, sales, number of items shipped to out-of-state residents, and anecdotal reports. In 2019, we had over 35,000 visitors to our exhibitions

- Describe involvement of any partners specified in Attachment A, as well as any unexpected cooperative relationships that developed through implementation of the project.

BAC had no partners in this project.

- Reference the project budget specified in the Attachment A. Provide an analysis of actual expenses and income in relation to the projected budget.

LTAC grant amount \$15,000. Expenses invoiced to LTAC:

Ferry ads	\$2,000.00
Art Access	\$2,626.75
The Stranger	\$634.00
USPS	\$1402.56

- Provide a good faith best-estimate of actual attendance generated by the scope of work in the three categories below: a. Travelers staying overnight in paid accommodations away from their place of residence or business; b. Travelers staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles; c. Travelers for the day only and traveling more than 50 miles.

Please see the submitted JLARC report.

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

To measure success of our off-island advertising programs, Bainbridge Arts & Crafts keeps a daily count of those who visit exhibitions and related events. BAC also tracks exhibition sales and number of items shipped off-island. To estimate 2019 overnight stays that occurred as a result of our advertising program, we collected anecdotal information and also reviewed the calendar year of exhibitions and events to arrive at a best-guess, good-faith estimate of the number of artists and their friends and families who traveled from elsewhere to Bainbridge specifically for these exhibitions and events and subsequently stayed overnight.