

**CITY OF BAINBRIDGE ISLAND**

**Final Report on Execution of Services  
January 15, 2019~~20~~**

**2019 LODGING TAX/ TOURISM FUND (CIVIC IMPROVEMENT FUND)**

**COVER SHEET**

**Project Name:  
BAINBRIDGE ISLAND DOWNTOWN ASSOCIATION MULTI-MEDIA DESTINATION MARKETING CAMPAIGN**

**Name of Applicant Organization: BAINBRIDGE ISLAND DOWNTOWN ASSOCIATION (BIDA)**

**Applicant Organization IRS Chapter 501 (c) (3) or 501 (c) (6) status and Tax ID Number:  
BIDA is a 501 c3 Tax ID# 91-1390519**

**Date of Incorporation as a Washington State Corporation and UBI Number:  
1998 UBI # 601 389 111**

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**Number of pages in final report: 2 plus cover sheet**

## Summary of activities undertaken in providing the work described in Attachment A.

BIDA delivered a comprehensive, multi-media destination marketing campaign focused on maximizing our reach to overnight visitors from 50 miles or more away, with emphasis on the shoulder season. We used co-op opportunities with our key partners at Visit Seattle, Bainbridge Island Chamber of Commerce, Rotary, City of Bainbridge Island, BI Parks and Bainbridge Island Lodging Association.

BIDA committed a percentage of 2019 LTAC dollars to producing and distributing 180,000 copies of the Walkabout Guide, Bainbridge Island's most popular and effective marketing brochure. The Walkabout Guide is distributed to 270 visitor locations. The brochure is also available in digital format.

Key performance indicators: Accommodation and food services and retail trade sales tax collections consistently are in the top five. Combined with Construction, Information and Other Services, the top five account for about 80% of the total sales tax revenue received by the City of Bainbridge Island. All of the top five are up over 2018 with the exception of the 'Information' category.

- Tourist Traffic: Washington State Ferry statistics reveal that ferry ridership surged to the highest level in a decade in 2019.
- Methodology used to arrive at actual attendance numbers include: COBI lodging tax collection reports, Washington State Ferry ridership reports, Bainbridge Island Chamber of Commerce counts and occupancy and RevPar reports from local hotels including increase in sales and lodging tax collections.
- Seattle tourism metrics: Seattle had a banner tourism year across all segments, and Bainbridge Island profits greatly from that success. Seattle posted record hotel occupancy of nearly 80% and the expansion of the Washington State Convention Center and additional hotel supply will be vital to the future success of Bainbridge Island accommodations, attractions, restaurants, festivals and retail trade. Effective partnership with Visit Seattle and the Hotel Concierge teams is vital to our growth. Exit interviews indicate a large number of our visitors are referrals from the Seattle Hotel Concierge teams..
- New international air service will strengthen inbound activity - and international visitors traditionally stay longer and spend more. Delta Airlines has also designated Seattle as a hub, which will increase international visitors. These visitors are also seeking the unique experiences that Bainbridge Island can offer. Effective advertising and promotion illustrating the opportunity to escape the city and relax in a walkable, historic Main Street featuring locally owned, independent merchants has been very successful.

We have met and exceeded the key performance metrics and deeply appreciate having the opportunity to partner with the City of Bainbridge Island in investing the LTAC funding. We look forward to future successes as we work through new projects on deck for 2020.

Projects successfully completed include:

- Produced 180,000 Walkabout Guides which were distributed to 270 visitor locations throughout the year.
- Maintained memberships in Visit Seattle, Main Street and Washington Tourism Alliance.
- Along with the Bainbridge Island Chamber of Commerce, BIDA cofunded a Director of Tourism. In 2019 we also launched Visit Bainbridge Island as an independent 501 (c) 6.
- Produced the July 3 Street Dance which had record attendance estimated at 15,000 from locals and visitors alike. Island Accommodations were sold out during the extended period of the Rotary Auction, July 3 Street Dance and July 4 festivities. 2019 continued Celebrate Bainbridge, the marketing partnership among COBI, Rotary, Bainbridge Island Chamber and the Bainbridge Island Downtown Association.
- Produced Trick or Treat Downtown which drew a record number of 4,500 families - both local and visitors. BIDA partnered with COBI.
- Produced a five week program of Holiday promotional events including Downtown Open House, Treelighting ceremony, Argosy Christmas Ship, awarded five \$500 shopping sprees, produced and direct mailed holiday event guide to all island residents and distributed collateral marketing materials to Seattle/King County hotel and apartment/condo concierges.