

**Bainbridge Island Historical Museum  
City of Bainbridge Island  
2019 Lodging/Tourism Fund Final Report**

- Activity was to test a model in which the museum visitors are not charged an admission fee, but are encouraged to make a donation instead.
- The main objective of this project was to attract a larger number of visitors to the Museum by eliminating the barrier of admission.
- Anticipated impacts of the project:
  - Better support our mission and share the stories and history of Bainbridge Island with more people.
  - Increase access to the Museum for visitors who may see the cost of admission as an obstacle.
  - Sustain income through donations from visitors willing to donate in excess of the \$3.00-\$4.00 admission charge.
- Our objectives were nearly achieved.
  - The total number of visitors increased by 40% in 2019 over 2018.
  - Increased access to the Museum helped spur on an increase in the number of registered members of the Museum and donations received in 2019.
  - Total amount of donations from visitors over the period of the project was only \$3,550.86 less than admission from that time period in 2018.
  - We received a total of \$18,238.32 in donations from visitors over the course of 2019-- \$4,215 of the total came in through dipjars at the front desk.

**Please see attached for:**

-Excel table comparing 2018 admission income to 2019 visitor donation income for the period of the LTAC grant project in 2019.

-Excel table showing the breakdown of 2019 visitor donations for the entire year.

-A visitation comparison year over year 2017-2019.

We are thrilled that this project allowed us to eliminate a barrier to entry and increase access to Bainbridge Island history. The increase in overall visitation for the year of 40% is phenomenal and would not have been possible without the LTAC grant funds to support this experiment.

Please advise if we can provide any further information. Thank you for your support on this project.

Sincerely,

Brianna Kosowitz  
Executive Director

Weekly Visitor Donation Tally - 2019							
Date	cash donation	DipJars	added together	Visitors (excluding volunteers)	Average Donation Per Person		2018 Totals Admission & Donation Jars
1/2-1/4	\$93.00	\$35.00	\$128.00	71	\$1.80		
1/5-1/11	\$254.00	\$60.00	\$314.00	140	\$2.24		
1/12-1/19	\$255.00	\$45.00	\$300.00	164	\$1.83		
1/20-1/24	\$145.00	\$35.00	\$180.00	95	\$1.89		
1/25-2/1	\$243.00	\$115.00	\$358.00	197	\$1.82		
			<b>\$1,280.00</b>				<b>\$1,062.62</b>
2/2-2/15	\$146.00	\$10.00	\$156.00	77	\$2.03		
2/16-2/22	\$267.00	\$75.00	\$342.00	254	\$1.35		
2/23-3/1	\$143.00	\$20.00	\$163.00	170	\$0.96		
			<b>\$661.00</b>				<b>\$1,162.55</b>
3/2-3/8	\$276.77	\$40.00	\$316.77	311	\$1.02		
3/9-3/15	\$350.55	\$80.00	\$430.55	271	\$1.59		
3/16-3/22	\$217.00	\$110.00	\$327.00	192	\$1.70		
3/23-3/29	\$362.00	\$75.00	\$437.00	281	\$1.56		
			<b>\$1,511.32</b>				<b>\$1,551.00</b>
3/30-4/5	\$452.00	\$55.00	\$507.00	409	\$1.24		
4/6-4/12	\$324.00	\$85.00	\$409.00	252	\$1.62		
4/13-4/19	\$376.00	\$20.00	\$396.00	253	\$1.57		
4/20-4/26	\$151.00	\$45.00	\$196.00	216	\$0.91		
4/27-5/3	\$216.00	\$160.00	\$376.00	313	\$1.20		
			<b>\$1,884.00</b>				<b>\$2,219.00</b>
5/4-5/10	\$269.00	\$165.00	\$434.00	235	\$1.85		
5/11-5/17	\$390.00	\$130.00	\$520.00	314	\$1.66		
5/18-5/24	\$367.00	\$45.00	\$412.00	305	\$1.35		
5/25-5/31	\$362.00	\$180.00	\$542.00	388	\$1.40		
			<b>\$1,908.00</b>				<b>\$2,037.00</b>
6/1-6/7	\$279.00	\$155.00	\$434.00	285	\$1.52		
6/8-6/14	\$405.00	\$85.00	\$490.00	417	\$1.18		
6/15-6/21	\$358.00	\$90.00	\$448.00	363	\$1.23		
6/22-6/28	\$394.00	\$155.00	\$549.00	488	\$1.13		
			<b>\$1,921.00</b>				<b>\$2,541.49</b>
6/29-7/5	\$317.00	\$115.00	\$432.00	551	\$0.78		
7/6-7/12	\$415.00	\$195.00	\$610.00	451	\$1.35		
7/13-7/19	\$464.00	\$85.00	\$549.00	477	\$1.15		
7/20-7/26	\$358.00	\$130.00	\$488.00	\$429.00	\$1.14	not money	
7/27-8/2	\$430.00	\$175.00	\$605.00	483	\$1.25		
			<b>\$2,684.00</b>				<b>\$4,165.52</b>
8/3-8/9	\$320.00	\$145.00	\$465.00	484	\$0.96		
8/10-8/16	\$360.00	\$50.00	\$410.00	404	\$1.01	last week for mason donation jar	
8/17-8/23	\$376.00	\$170.00	\$546.00	470	\$1.16		
8/24-8/30	\$329.00	\$110.00	\$439.00	389	\$1.13		
8/31-9/6	\$523.00	\$190.00	\$713.00	455	\$1.57		
			<b>\$1,698.00</b>				
9/7-9/13	\$405.00	\$190.00	\$595.00	413	\$1.44		
9/14-9/20	\$332.00	\$135.00	\$467.00	370	\$1.26		
9/21-9/27	\$381.00	\$0.00	\$381.00	278	\$1.37	missing 9/22 dipjars out for repair	
9/28-10/4	\$413.00	\$0.00	\$413.00	304	\$1.36		
			<b>\$1,856.00</b>				
10/5-10/11	\$248.00	\$0.00	\$248.00	291	\$0.85		
10/12-10/18	\$221.00		\$221.00	337	\$0.66		
10/19-10/25	\$339.00		\$339.00	250	\$1.36		
10/26-11/1	\$168.00	\$10.00	\$178.00	205	\$0.87		
			<b>\$986.00</b>				
11/2-11/8	\$109.00	\$50.00	\$159.00	199	\$0.80		
11/9-11/15	\$290.00	\$30.00	\$320.00	258	\$1.24		
11/16-11/30	\$215.00	\$85.00	\$300.00	295	\$1.02	note. This is two weeks of donations	

			<b>\$779.00</b>				
12/1-12/6	\$185.00	\$15.00	\$200.00	82	\$2.44		
12/7-12/13	\$132.00	\$50.00	\$182.00	114	\$1.60		
12/14-12/27	\$306.00	\$120.00	\$426.00	307	\$1.39	2 weeks	
12/28-1/3/20	\$167.00	\$95.00	\$262.00	295	\$0.89		
			<b>\$1,070.00</b>				
	Total 2019 donations:		<b>\$18,238.32</b>				

Monthly Comparison  
Admission (2018) vs. Donations (2019)

<b>Time Period</b>	<b>2018 Admissions</b>	<b>2019 Donations</b>	<b>Notes</b>
1/2-2/1	\$1,062.62	\$1,280.00	
2/2-3/1	\$1,162.55	\$661,00	5 Snow Days
3/2-3/29	\$1,551.00	\$1,511.32	
3/30-5/3	\$2,219	\$1,884.00	
5/4-5/31	\$2,037	\$1,908	
6/1-6/28	\$2,541.49	\$1,921	
6/29-8/2	\$4,165.52	\$2,684.00	
<b>Total:</b>	<b>\$14,739.18</b>	<b>\$11,188.32</b>	

	2017	2018	2019
January	722	644	868
February	812	651	774
March	1223	1058	1628
April	1131	911	1350
May	1128	1208	1546
June	1189	1310	2263
July	1687	1684	2527
August	1588	1645	2261
September	1359	1232	1991
October	1096	1161	1500
November	760	894	1010
December	679	695	943
<b>Total Annual Visitation</b>	<b>13374</b>	<b>13093</b>	<b>18661</b>

