

**CITY OF BAINBRIDGE ISLAND
2021 LODGING/TOURISM FUND PROPOSAL
COVER SHEET**

Project Name: Off-Island Advertising Package

Name of Applicant Organization:
Bainbridge Arts and Crafts

Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) Status and Tax ID Number:
501(c) (3) EIN 910714664

Date of Incorporation as a Washington State Corporation and UBI Number:
5/25/1954

Primary Contact: Debra Ruzinsky, Executive Director

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Please indicate the type of project described in your proposal:

√	Project Type
<input checked="" type="checkbox"/>	Tourism marketing
<input type="checkbox"/>	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:

N/A

Applicant Information

Please respond to each of these questions in the order listed. If the proposal includes multiple partners, please include the requested information for each organization.

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.

Mission: Founded in 1948, Bainbridge Arts & Crafts (BAC), a nonprofit art gallery, encourages the creation and appreciation of fine contemporary art and craft by exhibiting and selling the work of Northwest artists, and by offering art education to a county-wide audience of all ages. Specializing in art, art education, and art-centered outreach, BAC is the only nonprofit art gallery on Bainbridge Island that provides ongoing opportunities for artists to sell their work while offering completely free art experiences to tourists, locals, students, teachers, seniors, and the healthcare community.

History: Bainbridge Arts & Crafts was founded in 1948 by a group of local artists who wanted to learn about art, sell art, and see more art created by a wide variety of local artisans and Northwest luminaries. The first meeting in a Bainbridge home gave way to larger gatherings in churches and public halls. By 1953, Bainbridge Arts & Crafts had settled in its first professional home inside the former Review Building near the current ferry terminal drive.

Bainbridge Arts & Crafts formally incorporated as a nonprofit in 1958 to further its mission of supporting Northwest artists and providing art education to the community. In 2018, the organization rebranded itself as The Art Project. This was not a welcomed change within the community. When current Executive Director, Steve Tremble, came on board in April of 2019, the organization returned to its historic and beloved name of Bainbridge Arts & Crafts. Though there are a number of reasons for retaining the original name, the one that resonates with this proposal is the Bainbridge brand. It is a strong national brand, and any organization, particularly one that focuses on local artists, should be thrilled to have the name Bainbridge attached to it.

Since the onset of the COVID-19 pandemic, we, like many other organizations, experienced a large drop off in income. We were closed from mid March to early July, and are slowly seeing foot traffic return to the area. A grant from you could assist us in rebuilding foot traffic to our area.

Our core mission continues. We provide a sales venue for local and regional artists so that we may contribute to their livelihood; we complement arts education in local schools; we put art to work in the human services arena; and we partner with other community organizations across disciplines to broaden our reach and strengthen our ties. All of our activities underscore the richness of Bainbridge Island as a thriving arts community and as an arts destination.

Areas of expertise: As an island institution and oldest nonprofit art gallery, outreach organization, and education center, Bainbridge Arts & Crafts' areas of expertise and public impact are diverse. By showing and selling fine works of contemporary art and craft, we bring to light new art by Northwest artists (many who live on Bainbridge), which engages the public and nurtures the livelihoods of artists at all stages of their careers, all year long. We exhibit the work of over 270 local and Washington State artists, through our renovated gallery and through a rotating special exhibition program that spotlights a subset of artists, mediums, and/or special themes. We install new exhibitions once per month without. In 2019 we installed 12 special exhibitions featuring work by 165 artists working in an array of mediums. Two members of the staff have over ten years of experience at the gallery and are deeply connected to the artist community.

BAC's storefront, exhibition program, and year-round educational activities draw visitors from all over the country and the world; last year we welcomed over 40,000 visitors and shipped works of art to 38 states. Our First Friday artist's receptions are typically overflowing with patrons, consistently welcoming close to 300 visitors per event in non-pandemic times.

At the same time, by offering completely free visual art education programming, we take the joy of making and learning about art to people of all abilities and means. Of particular significance to our tourism efforts is BAC Saturday artist's talks. These monthly events get the public in front of artists at work, offering intimate insights into the artistic process. Last year we offered 19 well attended free Saturday events. We encourage a casual, drop-in environment that helps break down barriers between artists and the public. And the fact that we offer these events year-round, not just in the heavy tourist months, underscores our commitment to drawing visitors during the off-season.

Experience in tourism promotion: Art is a big tourist draw, and Bainbridge Island has developed an increasingly strong reputation as an arts destination. Visitors to Bainbridge Island frequently wish to take home something that is one of a kind and Northwest-centric, one that tells a story of the region and of their visit. When tourists walk through our gallery, their questions, comments, and target acquisitions revolve around local and special.

BAC is an island institution. To connect with visitors we share with them the story of Bainbridge Arts & Crafts. Founded in 1948, BAC was the first nonprofit arts organization on Bainbridge Island, and since our inception, we have consistently nurtured the development and livelihood of artists at every stage of their careers by publicizing, showing, and selling their work.

Equally important, we provide vital arts programming for schools, supplement art supplies for schools, provide grants for local art teachers, and college scholarships for art students. We also send teaching artists into retirement centers and medical facilities year-round, utilizing our expertise to extend the proven healing power of creating art.

We represent 250 artists working in a wide range of mediums. We know these artists, we know where they come from, and we are able to articulate to visitors what makes their work special. What's more, we're able to communicate to visitors that their purchases have an impact beyond their own personal pleasure in acquiring a piece as the proceeds are going to support free visual

art education and outreach in the local community. Tourists tell us that they like knowing that what they buy is having a positive impact on the community that they're visiting.

In addition to our direct customer interactions, Bainbridge Arts & Crafts has a robust year-round marketing plan that promotes our exhibitions and offerings. We distribute a monthly exhibition postcard to 1800 members, patrons, and visitors per month. We have a fresh, up-to-date, easy-to-navigate website. We have a lively social media presence on Instagram and Facebook and post our events and exhibitions in community calendars throughout the region including our local publications and *The Stranger's Arts & Performance Quarterly*. We place printed display advertisements in local publications including *The Bainbridge Review*, *The Kitsap Sun*, *Bainbridge Island Magazine*, and *Currents* as well as the regional publication *Art Access*. We also place monthly ads on the Washington State Ferry video screens.

It is to help support off island advertising outlets – *American Craft* (national circulation of over 100,000), *Art Access*, *The Stranger's Arts & Performance Quarterly*, and the Washington State Ferries for which we seek \$14,000 in LTAC support this year. The three printed publications have large and broad-based distributions nationally in the case of *American Craft* and throughout the Pacific Northwest for all of them. Along with a strong online presence. And the Washington State Ferry ads are seen by thousands of visitors each year. It is through those outlets that we reach the largest number of tourists and visitors and can, in turn, promote our island as a rich cultural destination.

Demonstrated ability to complete the project: BAC has successfully completed every project made possible in part or in full through grant funds received from the LTAC.

1. If appropriate, please identify the project partner(s) 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 Bainbridge Arts & Crafts is not partnering with one particular organization in our request for LTAC funds this year, it's important to note that in carrying out our exhibitions, education programs, and outreach efforts, we partner with many different businesses and organizations all year, every year.

Partnerships this past year included but were not limited to:

The Bainbridge Island School District and local private schools. Bainbridge Arts & Crafts supports visual art education in Bainbridge Island schools by providing annual grants to art teachers and scholarships and prizes to students, and by exhibiting artwork by K-12 students each May. Our annual student shows draw not just local families but also grandparents and the first wave of seasonal tourists. These shows generate an incredible amount of enthusiasm among visitors, who are amazed at the high caliber of student work produced on Bainbridge Island. Our annual student shows give an important boost to young exhibiting artists, and they paint our island's schools and art programs in a tremendously positive light.

Our artists. We consider our artists to be primary partners. We show the work of artists living throughout the Northwest. These artists are effective co-promoters, and those who participate

in special exhibitions during any given month will bring a fresh crop of visitors to Bainbridge to see their work. Many have their own mailing lists which we integrate into ours.

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 (2014-2019)
 - **2019** Marketing used moneys awarded in that year
 - **2018:** Advertising in the Stranger: \$1,600. Plus, Postcard Bulk Mailing: Off-Island, \$1080. 10 months of Washington State Ferry video screen advertising, \$2,500
 - **2017:** Twelve months of Washington State Ferry video screen advertising: \$3,000
 - **2015:** Spring, summer, and fall listings in *Art Access* Magazine, plus 10 months of Washington State Ferry video screen advertising: \$3,449
 - **2014:** Seven months of Washington State Ferry video screen advertising; four quarters of listings and images in *Art Access* magazine; one front cover of *Art Access* to promote the April exhibit: \$5,160 If any projects previously funded through the Lodging Tax (Civic Improvement) Fund were not completed and/or if reports were not submitted to the City as requested, please explain:

Bainbridge Arts & Crafts has successfully carried out and reported on every project funded through the Lodging Tax (Civic Improvement) Fund.

Project Information

1. Describe the proposed project.

a. 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.

The primary objective of our 2021 Off-Island Advertising Program, for which we are seeking \$14,000 from the LTAC fund, is to promote a resurgence in tourism business for Bainbridge Island in this time of recovery from the Covid-19 pandemic. We want to build awareness and among ferry passengers, hotel guests, museum-goers, Seattle residents looking for a weekend activity nearby, and gallery hoppers, that Bainbridge Island is a priority destination in large part because of its thriving arts scene.

To achieve our objective, Bainbridge Arts & Crafts will purchase:

Three months of ads in American Craft magazine. This long established publication that has 100,000 plus national circulation has a demographic that fits the BAC demographic and the Bainbridge tourist demographic.

Twelve months of listings, images, and map placements in Art Access magazine. *Art Access* is one of the most comprehensive guides to monthly art shows and art events in the Puget Sound region, and we have long considered it our most effective, broad-reaching means of advertising our exhibitions. Its 11,500 print magazines are distributed every other month to concierge desks, luxury hotels, museums, galleries, fine restaurants, coffee houses, art supply stores, frame shops, and bookstores from Bellingham to Portland. Tour leaders and convention

planners frequently place copies of the magazine in their guest packets. *Art Access* also provides all of its content online via Facebook and at www.artaccess.com including directories, listings, maps, and an e-magazine that is easy to access from a mobile device.

Twelve months of video screen advertising on Washington State Ferries. Each month, Bainbridge Arts & Crafts will produce a unique ad that will be projected on 14 screens (6 on the Tacoma, 6 on the Wenatchee, 2 at the Bainbridge terminal, and 2 at Colman Dock). Our 15-second ad will be projected on each of the 14 screens once during every 15-minute loop for 20 hours each day 30 days per month, adding up to 38,400 spots per month. BAC staff produces these digital ads in-house, and WSF offers us a significantly reduced nonprofit rate of \$250 per month.

Four quarters of advertising in *The Stranger's Arts & Performance Quarterly*. A presence in *The Stranger's* always-anticipated *Arts & Performance Quarterly* sends a message to those living in and visiting Seattle that Bainbridge Island is a sophisticated player in the Puget Sound arts community. Typically galleries like ours, advertise in the calendar section, as well.

With a commitment to a full year, ads run \$250 totaling \$1,000 for the year.

Together these two publications will attract a broad audience to Bainbridge Island and BAC. Our island city is a short excursion across the Sound by means of a ferry ride – and yet from the city.

Twelve New Exhibition Postcards | Bulk Mailings An 8.5" x 5 ½" postcard is mailed out every month to announce each new Art Walk Exhibition Opening, along with Artist's Talks, a free event in the gallery. In addition, we plan to create and mail four additional cards for special events, one being a large Studio Sale that will draw off island patrons. 38% of our bulk mailings are off-island. Monthly bulk mailing costs \$400 x 16. Total+\$6,400. 38%=\$2,500.

- b. Budget:** Include a detailed budget for the proposed project itemizing 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.

Please see the attached project budget.

- c. Schedule:** Provide a project timeline that identifies major milestones.

Bainbridge Arts & Crafts will purchase, produce, and place the following ads from January 1- December 31, 2021:

- Twelve Washington State ferry ads, one per month
- Six Art Access listings and images, one every other month
- Four Stranger APQ ads, one per quarter plus one other special
- 16 off-island New Exhibition/Special Events Postcard mailings (38% of our total mailing)

- Three American Craft ads spread through-out the year

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.

2. Our advertising package project is extremely scalable as it has five different components that are scalable in themselves. Provide a brief narrative statement to address each of the stated selection criteria. Describe outcomes anticipated from each criterion, as well as the overall project.

- a. Expected impact on increased tourism in 2021. 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 2019 and estimates for 2018.

BAC measures the effectiveness and importance of our off-island advertising in three ways: by tracking sales year to year, by tracking gallery attendance, and by tracking the number of items shipped out of state and out of country each year.

In 2020, sales were affected by the Covid-19 pandemic. In the attachments we include documentation of the effect on sales, month by month.

A second measure is the number of people who visit the gallery, which we track at the front desk. In 2019-early 2020 we have averaged 35,000 visitors and were continuing these numbers until the onset of the COVID-19 pandemic.

We also assess our tourism appeal by the number of items shipped and the geographical spread of the shipping destinations. We recently sold a \$7000 sculpture to a walk-in gallery guest, and a \$12,000 sculpture from our current show to a local Islander.

- 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 2021 as a result of the proposed activities. Please include the basis for any estimates.

Any overnight stays directly resulting from Bainbridge Arts & Crafts activities typically come from friends and family who visit artists in celebration of our opening exhibitions, from grandparents and other extended family members who want to see the student art shows. Twelve artists' receptions, one student art show, one annual sale, and two to other programs still in planning stage total 16 events with the potential of one to two overnight stays per event, for a total of 16-32 room nights per year.

- 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).

Bainbridge Arts & Crafts serves our island's business and cultural community by regularly referring visitors to local restaurants who have begun to serve the public again after COVID shutdowns. (many patrons have been asking us about BA/SA), hotels, businesses, and cultural facilities. Our staff knows the island well and is always ready with suggestions for where to go for meals, retail endeavors, local shows and movies, fresh local food, local lodging, and museums. The majority of BAC staffers have lived on Bainbridge Island for many years and frequent these neighborhoods and businesses ourselves. We at Bainbridge Arts & Crafts know that we are one part of Bainbridge Island's whole tourist experience, so we enjoy referring people elsewhere.

- 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.

As described earlier, we will measure amount of sales, number of items shipped, number of visitors, and number of artists, friends, and family who stay overnight after attending opening receptions at BAC during these off-season months.

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

BAC has successfully completed every project funded with support from LTAC as well as dozens of projects funded by organizations as varied as Bainbridge Community Foundation, Suquamish Foundation, Kitsap Community Foundation, Fletcher Bay Foundation, and individual sponsors and donors. BAC is a professionally staffed, well-run retail and exhibition gallery with an excellent track record over our long history.

- 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.

While Bainbridge Arts & Crafts is not directly partnering with any other organizations for this particular project, we engage in ongoing partnerships with other private businesses and nonprofit organizations to fulfill our mission all year long. Please see the response to question #2 in the Applicant Information section for more details.

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

Though the core purpose and activity in the project remains the same (as it has been effective), the new piece is advertising in large circulation national publication. American Craft resonates with the most passionate of our patrons and potential patrons. Though it is pricier than our other publications, the possibilities for impact are significant.

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

As noted earlier in this document, we, in non-pandemic times, typically draw 36,000-40,000 visitors per year. A good number of these visitors are not Bainbridge residents (and in particular these out of town visitors are part of the subset that spend significant sums at the gallery). Outreach through selective advertising is critical to growing the visitor number.

- i. If for a capital project, detail the project's expected impact on tourism.

N/A

- j. Describe the degree to which the project goals and/or results can be objectively assessed.

As described in section 2a above, we will track sales, number of items shipped, and gallery attendance as well as overnight stays by artists and their friends and families following special exhibitions and events. All of these measurements will give us an indication of whether our advertising strategy is working. For several years we saw an upward trend in these areas that correlated to supplemental advertising funding.

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

Our total project budget for off-island advertising is \$40,000, which includes the advertising itself plus the cost of in-house project management, writing, and design. BAC is requesting \$14,000 from LTAC. Trans4Media offers a 50% nonprofit discount, totaling \$1,500 of in-kind contributions. Bainbridge Arts & Crafts will earmark \$4,000 of exhibition sales revenue for advertising.

Supporting Documentation

1. Provide copies of your organization's 2019 income/expense

summary. Please see attached.

2. Provide an estimate of 2020 revenue and

expenses. Please see attached.

3. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.

N/A

Bainbridge Arts & Crafts
Income over Expenses for the Period Ended June 30, 2019

	Actual Monthly	Budget Monthly	Variance	Actual YTD	Budget YTD	Variance	Annual Budget
Fundraising Income							
TAP Funding	-	-	-	-	-	-	-
Arts Auction	-	-	-	-	100,000	(100,000)	100,000
Semi-Annual Fund Drives	-	4,000	(4,000)	8,584	25,000	(16,416)	25,000
General Contributions	656	1,000	(344)	5,921	12,000	(6,079)	12,000
Grant Revenue	-	3,000	(3,000)	17,554	25,000	(7,446)	25,000
Membership	1,650	1,500	150	14,100	18,000	(3,900)	18,000
Total Fundraising Income	2,306	9,500	(7,194)	46,159	180,000	(133,841)	180,000
Program Income							
Art Lending Income	3,069	2,500	569	28,707	29,500	(793)	29,500
Almost Perfect Sales	-	-	-	27,105	40,000	(12,895)	40,000
Exhibition Sales	8,994	10,000	(1,007)	101,536	120,000	(18,464)	120,000
Total Program Income	12,063	12,500	(437)	157,349	189,500	(32,151)	189,500
Gallery Store Income							
Owned Inventory Sales	158	1,250	(1,092)	4,775	12,500	(7,725)	12,500
Retail Consignment Sales	20,548	20,000	548	239,217	300,000	(60,783)	300,000
Shipping & Handling	932	375	557	4,981	5,190	(209)	5,190
Less: Discounts	(649)	(1,250)	601	(12,292)	(17,300)	5,008	(17,300)
Total Gallery Store Income	20,990	20,375	615	236,681	300,390	(63,709)	300,390
Total Income	35,359	42,375	(7,016)	440,189	669,890	(229,701)	669,890
Cost of Good Sold							
Consignment Payments	16,663	16,250	413	200,617	250,750	(50,133)	250,750
Cost of Goods - Owned Inventory	76	500	(424)	2,202	5,000	(2,799)	5,000
Sales Expense	1,094	1,700	(606)	18,059	24,090	(6,031)	24,090
Total Cost of Goods Sold	17,834	18,450	(616)	220,877	279,840	(58,963)	279,840
Gross Profit	17,525	23,925	(6,400)	219,312	390,050	(170,738)	390,050
Operating Expenses							
Administrative Expense	432	655	(223)	7,335	7,840	(505)	7,840
Advertising	845	1,425	(580)	16,055	14,100	1,955	14,100
Event Expense	351	700	(349)	6,635	7,900	(1,265)	7,900
Printing & Design	86	1,000	(914)	6,797	12,000	(5,203)	12,000
Auction Expense	-	-	-	1,000	25,000	(24,000)	25,000
Depreciation Expense	444	450	(6)	5,320	5,400	(80)	5,400
Independent Contractors	1,050	730	320	12,055	7,050	5,005	7,050
Insurance & Taxes	108	125	(17)	8,818	9,290	(472)	9,290
Interest Expense	-	300	(300)	1,332	3,600	(2,268)	3,600
Licenses & Dues	75	-	75	1,305	1,300	5	1,300
Office Expense	880	1,315	(435)	14,169	16,000	(1,831)	16,000
Payroll	28,497	24,263	4,234	293,913	302,000	(8,087)	302,000
Gifts/Donations/Prizes/Scholarships	-	-	-	9,435	9,800	(365)	9,800
Rent	6,578	6,200	378	76,080	74,400	1,680	74,400
Technology	1,364	650	714	8,725	7,800	925	7,800
Marketing/PR Consulting	-	-	-	-	-	-	-
Total Operating Expense	40,709	37,813	2,896	468,973	503,480	(34,507)	503,480
Net Income Before Endowment	(23,184)	(13,888)	(9,296)	(249,661)	(113,430)	(136,231)	(113,430)
Endowment Withdrawal	23,000	-	23,000	319,500	115,000	204,500	115,000
Net Income After Endowment	(184)	(13,888)	13,704	69,839	1,570	68,269	1,570

Bainbridge Arts & Crafts
Income over Expenses for the Period Ended June 30, 2020

	Actual Monthly	LE Monthly	Variance	Actual YTD	LE YTD	Variance	Annual LE
Fundraising Income							
Arts Auction	-	-	-	74,574	90,000	(15,426)	90,000
Interest Income - Money Market Fund	10	-	10	92	-	92	-
Individual Contributions (*)	780	15,000	(14,220)	14,454	100,000	(85,546)	100,000
Corporate Contributions	-	-	-	-	5,000	(5,000)	5,000
Grant Revenue	302	500	(198)	25,159	21,000	4,159	21,000
Membership	500	6,000	(5,500)	12,800	34,000	(21,200)	34,000
Total Fundraising Income	1,593	21,500	(19,907)	127,079	250,000	(122,921)	250,000
Program Income							
Art Lending Income	-	2,000	(2,000)	11,734	20,000	(8,266)	20,000
Almost Perfect Sales	-	-	-	28,275	30,000	(1,725)	30,000
Exhibition Sales	-	8,000	(8,000)	92,694	100,000	(7,307)	100,000
Total Program Income	-	10,000	(10,000)	132,703	150,000	(17,297)	150,000
Gallery Store Income							
Owned Inventory Sales	-	500	(500)	2,601	6,000	(3,399)	6,000
Retail Consignment Sales	1,290	20,000	(18,710)	155,710	230,000	(74,290)	230,000
Shipping & Handling	-	399	(399)	3,600	4,704	(1,104)	4,704
Less: Discounts	(269)	(998)	729	(4,366)	(11,760)	7,394	(11,760)
Total Gallery Store Income	1,021	19,901	(18,880)	157,545	228,944	(71,399)	228,944
Total Income	2,613	51,401	(48,788)	417,326	628,944	(211,618)	628,944
Cost of Good Sold							
Consignment Payments	645	15,000	(14,355)	149,746	194,500	(44,754)	194,500
Cost of Goods - Owned Inventory	-	250	(250)	1,237	3,000	(1,763)	3,000
Sales Expense	-	1,405	(1,405)	15,704	17,424	(1,720)	17,424
Total Cost of Goods Sold	645	16,655	(16,010)	166,687	214,924	(48,237)	214,924
Gross Profit	1,968	34,746	(32,778)	250,639	414,020	(163,381)	414,020
Operating Expenses							
Administrative Expense	306	622	(316)	7,183	7,450	(267)	7,450
Advertising	-	1,250	(1,250)	10,738	16,000	(5,262)	16,000
Event Expense	491	600	(109)	4,950	7,000	(2,050)	7,000
Printing & Design	139	700	(561)	7,654	8,500	(846)	8,500
Auction Expense	-	-	-	16,681	25,000	(8,319)	25,000
Depreciation Expense	444	444	-	5,328	5,328	-	5,328
Independent Contractors	369	1,000	(631)	16,223	12,000	4,223	12,000
Insurance & Taxes	-	142	(142)	9,502	9,300	202	9,300
Interest Expense	-	-	-	-	-	-	-
Licenses & Dues	-	-	-	334	400	(66)	400
Office Expense	1,123	1,230	(107)	12,226	15,000	(2,774)	15,000
Payroll	26,477	30,048	(3,571)	343,445	362,408	(18,963)	362,408
Gifts/Donations/Prizes/Scholarships	-	-	-	6,660	9,450	(2,790)	9,450
Rent	8,075	8,075	-	93,433	93,433	-	93,433
Professional Services	-	-	-	1,000	-	1,000	-
Technology	343	680	(337)	7,067	8,000	(933)	8,000
Total Operating Expense	37,766	44,791	(7,025)	542,425	579,269	(36,844)	579,269
Net Income Before Endowment	(35,798)	(10,045)	(25,753)	(291,786)	(165,249)	(126,537)	(165,249)
Endowment Withdrawal	-	25,000	(25,000)	276,000	225,250	50,750	225,250
Net Income After Endowment	(35,798)	14,955	(50,753)	(15,786)	60,001	(75,787)	60,001

(*) Does not include an ~ \$200K non cash gift of stock that is carried on the balance sheet at market value and/or converted into other investments. This gift results in BAC exceeding it's annual individual contribution goal of \$100K

Bainbridge Arts and Crafts
Gross Profit Change
3/1/20 to 9/30/20 vs 3/1/19 to 9/30/19

	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Exhibition Sales	\$136	\$0	\$0	\$0	\$6,235	\$8,242	
Retail Sales	\$2,082	\$0	\$0	\$1,290	\$8,628	\$9,641	
Owned Inventory Sales	\$42	\$0	\$0	\$0	\$319	\$7,651	
Almost Perfect Sales	\$3,117	\$0	\$0	\$0	\$0	\$0	
Total Sales	\$5,377	\$0	\$0	\$1,290	\$15,182	\$25,534	\$0
Cost of Goods Sold	\$2,689	\$0	\$0	\$645	\$7,591	\$12,767	\$0
Gross Profit	\$2,689	\$0	\$0	\$645	\$7,591	\$12,767	\$0
	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19
Exhibition Sales	\$8,136	\$8,006	\$8,358	\$8,994	\$24,758	\$12,567	\$11,704
Retail Sales	\$8,705	\$16,771	\$213	\$20,548	\$17,348	\$21,399	\$19,396
Owned Inventory Sales	\$139	\$154	\$15,070	\$158	\$248	\$338	\$390
Almost Perfect Sales	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Sales	\$16,980	\$24,931	\$23,641	\$29,700	\$42,354	\$34,304	\$31,490
Cost of Goods Sold	\$8,490	\$12,466	\$11,821	\$14,850	\$21,177	\$17,152	\$15,745
Gross Profit	\$8,490	\$12,466	\$11,821	\$14,850	\$21,177	\$17,152	\$15,745
Delta Current Year vs Prior	-\$5,802	-\$12,466	-\$11,821	-\$14,205	-\$13,586	-\$4,385	-\$62,264

Visit Kitsap Peninsula

the Natural Side of Puget Sound

February 15, 2021

To: Members of the 2020 Bainbridge Island Lodging Tax Advisory Committee

Re: Bainbridge Island Arts & Craft

Dear Bainbridge Island Lodging Tax Advisory Committee Members:

For decades, Bainbridge Arts & Craft has lead efforts to foster public appreciation for the local arts essential to our quality of life, enjoyment, and the economy. It's an effort they continue to pursue even during these very challenging times.

As the region begins to re-open for business, the VKP looks forward to partnering with BAC and other arts organizations to attract visitors and generate vital economic support for our local arts and many other small businesses.

The VKP enthusiastically encourages the lodging tax committee to provide funds to Bainbridge Arts & Craft to support its mission and many dedicated volunteers.



Patricia Graf-Hoke
Director, Visit Kitsap Peninsula