

CITY OF BAINBRIDGE ISLAND
2022 LODGING/TOURISM FUND Proposal
COVER SHEET

Project Name: **Downtown Walking Map Distribution, Kiosk Maps & Online.**

Consolidated Holiday Marketing

Name of Applicant Organization: **Bainbridge Island Downtown Association (BIDA)**

Amount Requested: **\$20,000**

Applicant organization IRS status and Tax ID Number: **501(c)(3) EIN #91-1390519**

Date of Incorporation as a Washington State Corporation: **1992**

UBI Number: **601 389 111**

Primary Contact: **Michael Goodnow, Executive Director**

Mailing Address: **147 Madrone Lane N., Bainbridge Island, WA 98110**

Email: **info@bainbridgedowntown.org**

Day phone: **(206) 842-2982**

Cell phone: **(360) 981-9812**

Please indicate the type of project described in your proposal:

√	Project Type
√	Tourism marketing
√	Marketing and operations of special events and festivals designed to attract tourists
	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
	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:

Applicant Information

The pandemic has brought uncertainty and disruption of our normal routines and has caused BIDA to pivot in 2020-2021 from event production to advocacy and marketing for Island businesses. Our proposal for 2022 reflects our preparation for the recovery, as all current indicators show the worst is now behind us. BIDA is requesting a total of \$20,000 in LTAC funding support for 2022.

1. Mission, history and areas of expertise:

Bainbridge Island Downtown Association (BIDA) works to build and sustain community through a vibrant downtown. We closely partner and collaborate with the BI Chamber of Commerce (BICC), Visit Bainbridge Island, Bainbridge Island Hospitality & Lodging Association, and Arts & Humanities Bainbridge. Our goal is to maintain Bainbridge Island as a unique place to live, work, visit, stay, dine, shop, and play.

Since 1998, BIDA has been recognized as one of only 13 Washington Main Street Programs accredited as a National Historic Main Street by the National Trust for Historic Preservation. The Washington Program is managed under the auspices of the Washington State Department of Archaeology & Historic Preservation. BIDA works throughout the year to create and support a vibrant Downtown that offers visitors and locals unique experiences.

Our goal is to produce and distribute a useful Walkabout Guide to invite, guide and educate visitors; to assure a vibrant, beautiful, seasonally decorated downtown; to produce and market successful events which draw locals and visitors; to effectively partner with on island and off island organizations positioned to refer visitors; to host an informative and dynamic website, and to maximize the impact and growth of social media channels.

2. Project Partners:

BIDA is proud to have many island partnerships. First and foremost are our business partners with whom we regularly network together. To achieve our mission we have on-going partnerships with Visit Bainbridge Island, BI Rotary Club, PSE, Bainbridge Youth Services, BI Chamber, Bainbridge Community Foundation, BI Parks, Arts & Humanities Bainbridge, BI Historical Museum, Tour Bainbridge, BIMA, Bloedel Reserve, BI Wine Alliance, Kiwanis.

Celebrate Bainbridge is particularly noteworthy as it brings together BIDA, Chamber, Youth Services, and Rotary to pool marketing funds for July events. BIDA produces and mails a calendar of events to all Island postal customers. BIDA is not requesting any partner funding.

Although this is not a partnership proposal, Visit Bainbridge Island, BI Chamber, Bainbridge Hospitality & Lodging, Arts & Humanities Bainbridge and BIDA have collaborated to assure our proposals each address a separate part of destination marketing, with minimal overlap. This approach is essential to maximizing the usage of LTAC funding to reach as many travel segments/booking channels as possible.

3. Lodging Tax (Civic Improvement Fund) within the last five years (2017-2021):

Year	Initiative	Requested	Funded
2021	Destination Marketing Campaign	\$68,100	\$12,250
2020	Destination Marketing Campaign	\$68,100	\$35,000
2019	Destination Marketing Campaign	\$72,885	\$50,000
2018	Destination Marketing Campaign	\$68,500	\$57,000
2017	Destination Marketing Campaign	\$72,375	\$48,000

4. Unfunded/incomplete projects: All funded projects were completed.

Project #1 Information

1. Describe the proposed project

Downtown Map

a. Scope: Downtown Map

Walkabout Guide (map) -- The main objective of BIDA's downtown map project is to move people through our downtown district. Helping them find all that our downtown has to offer. Before they even get here, it helps them visualize their time spent. Where they might eat, shop, and sleep. Ultimately, the project is to stimulate economic growth by promoting traffic throughout the Bainbridge Island downtown and surrounding areas.

Distribution in 2021 included ferries and cruise passenger terminals (complimentary in 2021 as the season was reduced) along with over 200 hotels and visitor centers in the region. For the first time we distributed in Oregon and quickly went through 15,000 guides in 3 months and had to send another 10,000 to cover the summer. We also provide copies to the BICC Visitor Center & ferry terminal Kiosk and to Bainbridge Island merchants.

We will also create 3 versions to display along Winslow Way along with a digital version on our website. We will expand the use of QR codes to provide access to the mobile-friendly digital version.

In 2022, we will commission our graphic designer to redesign the downtown map for the guide. We have used the existing one for 15 years. We will incorporate feedback to create a more user-friendly map. Our goal is to maintain 2021 distribution, restore cruise terminals, and add distribution throughout the Seattle Airport's 8 locations for 2022.

b. Budget: Downtown Map

The Walkabout Guide budget for 2022 is \$34,000. Cost includes staff labor, production, graphic design, printing, distribution (local & regional).

We are requesting \$10,000 towards design, printing, and distribution.

c. Schedule: Downtown Map

The Walkabout Guide is used for a 12 month period. We print and distribute the new edition in April of each year.

In 2022, we will revise listings, produce, print and distribute ~150,000 copies of the popular annual Walkabout Guide to 270 visitor locations in the Pacific Northwest. Our guide continues to be the most widely distributed and used of all Island collateral materials. In 2022, our goal is to maintain 2021 distribution, restore cruise terminals, and add distribution throughout the Seattle Airport.

January	Contract w/ COBI, Confirm business listings, Design new map
February	Finalize and verify listing information
March 1st	Listings sent to graphic designer - design & proof
April 1st	Files sent to printer, kiosk and web friendly versions created
May	Guides shipped to Certified for regional distribution

Scalability: The project has 2 very scalable areas: quantity printed and area of distribution. These can be adjusted in the event that funding targets are not met.

Project #2 Information

1. Describe the proposed project

Celebrate Bainbridge Summer Festivities

a. Scope: Celebrate Bainbridge

BIDA produces the popular July 3 Street Dance. Although the event was not held in 2020 or 2021 due to the pandemic, we expect to return to a more normal schedule in 2022. Estimated attendance at the 2019 Street Dance exceeded 15,000, including both locals and visitors. Featuring three bands, a DJ, fourteen food Vendors, Touch a Truck and a Kiddie Korner, this event is a solid community event that relies heavily on volunteer participation.

Since 2016, BIDA has continued a joint marketing event partnership with Rotary, COBI, BICC, and BYS, The partnership is styled as Celebrate Bainbridge. The strategy behind Celebrate Bainbridge is to collaborate on marketing the full scope of July events designed to attract locals and to encourage visitors to stay several days. The partnership supports joint marketing for all events and the collateral materials are distributed both in an island-wide direct mail to all island postal customers, on the ferries, and to Seattle/King County Concierges and distribution channels. Estimated attendance at all Celebrate Bainbridge events exceeds 100,000 visitors and locals.

2022 will mark the seventh year of the partnership and should expand to five full days of island activities. The group markets The Grand Old Fourth, July 3 Street Dance, Rotary Auction, BYS Fun Run, Old Timers Game, Fireworks and the football booster club's pancake breakfast. This event is free to the public.

b. Budget: Celebrate Bainbridge

\$18,500 Includes insurance, labor, entertainment, advertising, equipment, Celebrate Bainbridge partnership, permits, printing, postage, graphics and contract services. Requesting: \$5,000 towards marketing (design, printing, & distribution).

c. Schedule: Celebrate Bainbridge

January	Contract w/ COBI
May/June	Design & distribute marketing materials
July	Events

Scalability: The project has 2 very scalable areas: quantity printed and area of distribution. These can be adjusted in the event that funding targets are not met.

Project #3 Information

1. Describe the proposed project

Holiday Promotions & Events: November 26 – December 19

a. Scope: 12 Days of Bainbridge

Following our collaborative success, BIDA will take the lead in marketing all participating island holiday events. The 12 Days of Bainbridge will be the focus of holiday promotions. Although all events from Thanksgiving to New Years can be included, our focus will be around the Friday, Saturday and Sunday of the four weeks between the big holidays. BIDA will produce and distribute 20,000 Holiday Event Guides promoting all Island holiday events. 12,900 Guides will be direct-mailed to all Bainbridge Island postal customers and the remainder will be distributed to Island businesses, Seattle/King County hotel Concierges and other visitor centers by Certified Folder.

BIDA Holiday Event promotions include a chance to win one of five \$500 shopping sprees; the Elf on the Downtown Shelf program; Giving Trees; Small Business Saturday; Strolling carolers; Open House Saturday; Photos with Santa; The Argosy Christmas Ships; Installation, removal, maintenance and storage of the over the street Stars and Scrolls; and installation of decorative light pole banners.

Winslow Green provides space for the Holiday Tree lighting event and the community Holiday trees. BIDA is responsible for paying for bands, entertainers; and the holiday trees (includes purchase, installation, maintenance, decoration and removal). BIDA also produces the Holiday Tree Lighting ceremony with a full program of volunteer entertainment and arrival of Santa on his fire truck. In 2019, of the 2,200 entries for the shopping sprees, 25% were visitors from out of town and over 1,600 were new unique local contacts asking to be added to BIDA's communication channels.

Because of additional legal requirements imposed by the Winslow Green HOA, BIDA must now pay to have all tasks done by licensed and bonded vendors. Liability insurance requirements have also escalated. These requirements preclude the use of volunteer labor as was done in the past with an overall steep escalation of expense to BIDA. All BIDA events are free to the public.

b. Budget: 12 Days of Bainbridge

\$25,000. includes operations, permits, production, and marketing.

Request \$5,000 towards marketing (design, printing, & distribution).

c. Schedule: 12 Days of Bainbridge

January	Contract w/ COBI
October	Confirm events, Design marketing materials
November	Print, Distribute marketing materials, Events begin
December	Continue Events

Scalability: The project has 2 very scalable areas: quantity printed and area of distribution. These can be adjusted in the event that funding targets are not met.

2. Provide a Brief Narrative

a. Expected impact on increased tourism in 2022

A unique aspect of our distribution is that it targets travellers who are travelling. 2021 caused us to explore new distribution patterns and we feel that it was met with great success. Through September of 2021, Bainbridge Island has experienced steady visitor traffic. We have experienced a boost in Washington State visitors, and tourists are still travelling to Bainbridge from other states. We anticipate that tourism will return in 2022. In 2019 over 1.2 million cruise visitors came through Seattle. The cruise season was cancelled in 2020 and restarted, at reduced capacity, in July of 2021. Pre and post cruise visitors traditionally stay for at least two days and spend an average of \$1,547 per person. **Bainbridge Island is one of the most popular day/overnight trips for pre/post cruise visitors.** Over 3,000 new hotel rooms have opened in Seattle and the Convention Center's expansion will open in 2022. Although the group segment will be slow to rebound, increased tourism in Seattle from other market segments will continue to benefit Bainbridge Island.

Bainbridge Island and our Historic Downtown are now being regarded as a not-to-be-missed destination, essential for inclusion in itineraries by meeting planners, travel agents and leisure travelers as they plan their visits to the Pacific Northwest because of our consolidated, focused destination marketing efforts with our partners.

b. Expected impact on or increase in overnight stays on the island.

Seattle market trending can be used to guide Bainbridge overnight forecasting. In addition, Bainbridge Island currently relies on sales tax collection in the accommodation and food sector and WSF ferry traffic to track visitor traffic.

c. Projected economic impact on Bainbridge Island businesses, facilities, events, lodging

Visitors spend money directly for food, lodging, retail, transportation, arts, recreation and entertainment. Visitor expenditures create induced spending, whereby Bainbridge workers in turn spend money on goods and services.

d. The project's potential to draw visitors to the Island and increase overnight stays during the off season.

BIDA's Walkabout Guide and distribution is focused on year-round visits. We work on increasing visitor demand in off-peak periods (October – May) through other activities.

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

BIDA has successfully represented Island businesses since 1992. Our accreditation as an Historic Main Street community provides a number of resources including the Main Street Tax Credit Incentive Program which allows B&O/PUT taxes to be retained in the community.

f. Describe any partnerships with other organizations in the proposed project, including efforts to minimize duplication and encourage cooperative marketing.

BIDA is proud to have many partnerships with Island organizations. The walkabout guide is a key piece for the chamber's visitor center and kiosk and our lodging properties. We continue to have a strong alliance with Visit Bainbridge Island as the official Destination Marketing organization on the Island. VBI is now a stand-alone 501(c)(6) after getting it's start in 2017 as a partnership between BIDA and BICC. VBI helps keep us connected to Visit Seattle, other Destination Marketing organizations and the Seattle Concierge Guild as key partners.

As leadership has changed in our and other organizations we have doubled-down our collaboration with BI Hospitality & Lodging and Arts & Humanities Bainbridge. Our goal is to maximize the effectiveness of scarce LTAC funding and to expand our reach.

Our proposal is designed with no overlap in service delivery.

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

Our approach for the newly-designed 2022 downtown map is to make it easy for people to find what they need. The new design will be simpler, color coded, and focus on helping people find the right restaurant, coffee shop or glass of wine they need to make their experience better.

We are taking a fresh collaborative approach to our community events.

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

Please see notes at each proposed event listing.

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

N/A

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

We look at all available data for tourism and consult with our local partners. Additionally, we monitor distribution quantities.

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

The majority of the funds will be raised by BIDA as a nonprofit. The real leverage for the city is that funding the walkabout guide greatly expands its reach through larger quantities and wider distribution. Funding the marketing of events extends the reach.

l. Describe how this proposal will support tourism approached with an intent towards reducing carbon emissions.

In 2021 we improved our online version of the downtown map. We have linked to it from our kiosk locations. We are aligned with the goal to reduce carbon emissions and will continue to seek out ways to achieve that in our work.

Our 2022 map will be designed with digital users in mind. We plan to have more QR codes to provide quick easy access to the map formatted for a mobile device.

Bainbridge Island Downtown Association

Statement of Activity

January - December 2020

	TOTAL
Revenue	
400 Contribution Revenue	
403 Business Donation	
403.1 B&O Tax Credit Incentive	112,738.09
Total 403 Business Donation	112,738.09
Total 400 Contribution Revenue	112,738.09
440 Program Revenue	35,806.60
499 Unapplied Cash Payment Revenue	-295.00
Direct Public Support (deleted)	14,885.28
Government Grants (LTAC)	28,441.08
Government Loan/Grant (Stimulus)	2,000.00
Indirect Public Support	16,952.96
Program Income(Service Revenue)	31,048.40
Total Revenue	\$241,577.41
GROSS PROFIT	\$241,577.41
Expenditures	
501 Advertising Expenses	4,591.40
502 Bank Charges	-64.81
503 Casual Labor	185.00
504 Contracted Services	21,874.50
504.1 Graphic Design/Web Design	10,780.50
Total 504 Contracted Services	32,655.00
511 Dues, Memberships & Subscriptions	3,153.10
512 Equip Rental and Maintenance	843.74
513 Event Supplies	5,616.36
514 Facilities	
514.1 Janitorial Services	315.00
514.2 Phone & Internet	1,352.14
514.3 Rent	12,828.00
514.4 Storage	2,289.82
514.5 Utilities	184.91
Total 514 Facilities	16,969.87
521 Hospitality	294.88
522 Information Technology	1,033.16
523 Insurance	3,779.91
524 Interest Expense	9.00
531 Office Supplies	1,337.69
532 Payroll Expenses	132,538.15
533 Permits, Licenses, Filings	171.28
534 Postage/Shipping	4,622.32
535 Printing and Copying	24,368.98

Bainbridge Island Downtown Association

Statement of Activity

January - December 2020

	TOTAL
541 Professional Fees	68.23
541.1 Accounting	5,822.48
541.2 Legal	1,824.85
Total 541 Professional Fees	7,715.56
Conference/Convention/Meetings (deleted)	200.00
Legal Fees (deleted)	-609.06
List Rental/Certified Folder (deleted)	5,218.68
Telephone, Telecommunications (deleted)	116.12
Total Expenditures	\$244,746.33
NET OPERATING REVENUE	\$ -3,168.92
Other Expenditures	
650 Depreciation	181.00
Total Other Expenditures	\$181.00
NET OTHER REVENUE	\$ -181.00
NET REVENUE	\$ -3,349.92

Bainbridge Island Downtown Association

Budget Overview: FY_2022 - FY22 P&L

January - December 2022

	TOTAL
Revenue	
400 Contribution Revenue	
402 Individual Donation	1,000.00
403 Business Donation	12,000.00
403.1 B&O Tax Credit Incentive	120,000.00
Total 403 Business Donation	132,000.00
Total 400 Contribution Revenue	133,000.00
440 Program Revenue	
441 Promotional	24,550.00
443 Membership Dues	30,000.00
Total 440 Program Revenue	54,550.00
Fundraising Events	10,000.00
Government Grants (LTAC)	20,000.00
Indirect Public Support	
Affiliated Org. Contributions	2,000.00
Total Indirect Public Support	2,000.00
Total Revenue	\$219,550.00
GROSS PROFIT	\$219,550.00
Expenditures	
501 Advertising Expenses	6,000.00
503 Casual Labor	2,500.00
504 Contracted Services	8,030.00
504.1 Graphic Design/Web Design	8,000.00
Total 504 Contracted Services	16,030.00
511 Dues, Memberships & Subscriptions	3,448.00
512 Equip Rental and Maintenance	1,000.00
513 Event Supplies	5,000.00
514 Facilities	
514.1 Janitorial Services	1,200.00
514.2 Phone & Internet	1,440.00
514.3 Rent	12,828.00
514.4 Storage	2,580.00
514.5 Utilities	400.00
Total 514 Facilities	18,448.00
515 Gifts	300.00
521 Hospitality	480.00
522 Information Technology	600.00
523 Insurance	4,875.00
525 Meals	600.00
531 Office Supplies	3,900.00
532 Payroll Expenses	125,796.00
533 Permits, Licenses, Filings	120.00

Bainbridge Island Downtown Association

Budget Overview: FY_2022 - FY22 P&L

January - December 2022

	TOTAL
534 Postage/Shipping	1,000.00
535 Printing and Copying	22,000.00
541 Professional Fees	
541.1 Accounting	5,000.00
Total 541 Professional Fees	5,000.00
543 Travel, Parking, Tolls, Ferry	1,500.00
Total Expenditures	\$218,597.00
NET OPERATING REVENUE	\$953.00
NET REVENUE	\$953.00



Monday September 27th, 2021

Dear LTAC Committee,

Welcome to an interesting moment in our island's history.

Here in 2021, many of Bainbridge's largest organizations simultaneously have new leaders, fresh ideas, and innovative approaches to helping our local community.

As part of that wave of change, the Bainbridge Island Chamber of Commerce, Downtown Association, and Lodging Association, along with Arts & Humanities Bainbridge and Visit Bainbridge Island have all come together to build our individual 2022 LTAC Proposals as part of an unprecedented community fellowship.

We have worked hard this year to set aside the way it has 'always been done'. Instead, we have attempted to clarify and separate each organization's mission and core activities, to minimize duplication of effort, and to maximize support for an interlocking set of innovative visitor programs built to collectively benefit our community.

This more cooperative approach to island tourism has spread far beyond our five core organizations across dozens of our collective Bainbridge partners – to the point where we expect to see a clarity of purpose shared across the majority of the 2022 LTAC Proposals.

We also would like to state our shared commitment to build a better data set with which we can measure the positive impact and growth of visitor activities on Bainbridge. From 2022 onwards, we are committed to capturing details of the number of annual island visitors, the length of their stay, the value of that stay, and the sources of those visitors.

We, the undersigned, would like to collectively declare our approval and support for the complementary programs in our individual 2022 LTAC Proposals. We are also providing individual letters of support to many additional Bainbridge entities as an expression of better unity throughout this vital sector of the Island economy.

Consider us excited to discuss the practical implications of our new fellowship in any and all of our individual upcoming LTAC Candidate sessions.

Yours,

Stefan Goldby
Chamber

Andrea Addington
BILHA

Christine Mueller
VBI

Inez Maubane-Jones
AHB

Michael Goodnow
BIDA



September 27, 2021

To: 2022 Lodging Tax Advisory Committee

From: Bainbridge Island Winery Alliance

Re: Letter of support for Bainbridge Island Downtown Association's 2022
LTAC proposal

The Bainbridge Island Wineries would like to offer our support for the Bainbridge Island Downtown Association's 2022 application for Lodging Tax funds. BIDA has been a great partner in helping promote our Wine on the Rock events for the past several years. The last Wine on the Rock event we were able to hold was in 2020 and BIDA helped increase ticket sales and overnight lodging by their promotion efforts on social media, website and email. Their partnership has been invaluable. We are planning a November 2021 Wine on the Rock event and are looking forward to partnering with BIDA on the same kind of promotion supporting this event.

BIDA's long time contribution to the economic vibrancy of Downtown is well documented and they continue to evolve their marketing efforts to stay relevant and effective. Reaching out to locals and visitors alike, BIDA is the core organization dedicated to creating long term and sustainable economic growth.

A nationally accredited Main Street organization, BIDA's involvement with the Washington Trust for Historic Preservation, the Washington Tourism Alliance and local organizations promotes Downtown as the heart of our island and a unique place to live, work, stay, dine, shop and play.

BIDA produces the annual Walkabout Guide and distributes it throughout the

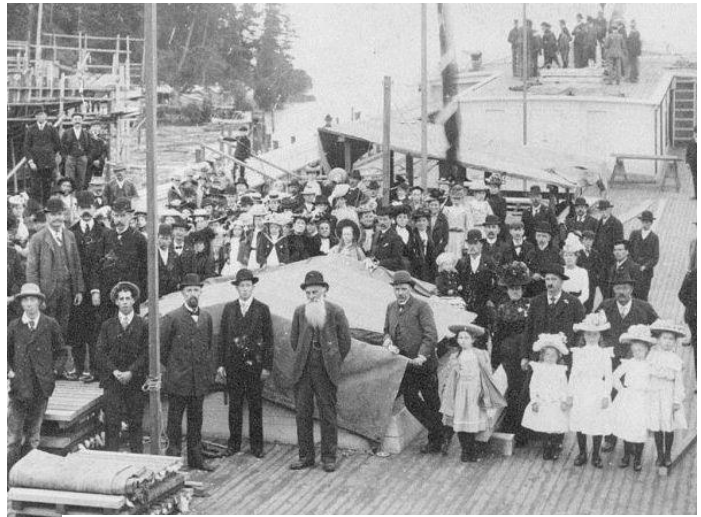
year to 270 visitor locations. It is by far the most widely used and effective marketing collateral for the island. BIDA also produces a wide variety of events and special opportunities for businesses to engage in effective marketing to locals and visitors. Development of itineraries and partnerships on the Island have been produced tangible results, particularly in the off peak season from November through April. We are excited to partner with them again and are looking to bring new and creative ideas to the island which will increase tourism from off island.

I encourage the Committee to fully fund BIDA's request for LTAC funding.

Thank you for your consideration.

Brooke Huffman

Executive Director, Bainbridge Island Winery Alliance



Port Blakely Ship Launching Circa 1890

Dear LTAC Committee Members,

I am writing to express my support for the Bainbridge Island Downtown Association (BIDA) and their application for the LTAC 2022 cycle.

I'm excited to learn that BIDA has new leadership and that they are focused on new and innovative ways to serve locals and tourists alike. BIDA is uniquely positioned to bridge the gap between downtown shops and businesses and the arts, culture, and humanities nonprofit sector. Sharing of this information translates into visiting tourists who are infinitely more informed about all there is to do and see while they're on Island.

As a local Museum with no marketing position on our staff, we rely on the work of our tourism partners, like BIDA, to help spread the word about our events, exhibits, and mission. I encourage you to support their proposal for grant funds.

Sincerely,

Brianna Kosowitz
Executive Director
Bainbridge Island Historical Museum



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