

CITY OF BAINBRIDGE ISLAND

**2022 LODGING/TOURISM FUND PROPOSAL
COVER SHEET**

Project Name:

Bainbridge Island Sound to Olympics Trail Wayfinding Signage

Name of Applicant Organization and Amount Requested:

City of Bainbridge Island

Amount: *\$30,000*

Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) Status and Tax ID Number: *91-6001663*

Date of Incorporation as a Washington State Corporation and UBI Number:

November 1991; 189-002-241

Primary Contact: *Christopher Wierzbicki*

Mailing Address: *280 Madison Avenue, Bainbridge Island, WA 98110*

Email(s): *cwierzbicki@bainbridgewa.gov*

Day phone: *206-780-3718* Cell phone: *206-446-8244*

Please indicate the type of project described in your proposal:

v	Project Type
<input 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 checked="" 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:

City of Bainbridge Island

LODGING/TOURISM FUND APPLICATION

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.

Alternate question for event or facility funding:

Describe the event or facility proposed including its purpose, history, and budget. Include past attendance history, if applicable, and estimate the number of tourists drawn to the event or facility/year. Please estimate total attendance and the number of tourists estimated to attend for 2022. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2022?

The subject facility is the City of Bainbridge segment of the Sound to Olympics Trail, which is used by hundreds of tourists and community members every month. The purpose of this proposal is to enhance the trail experience with wayfinding signage, and educate visitors and residents interested in using the trail, as well as promoting sustainable forms of transportation.

2. If appropriate, please identify any project partners and briefly describe the involvement of each. Please note that the maximum award of \$175,000 will apply to any single project, even if proposed by a team of partners.

An informal partnership is proposed with the Parks Foundation for this project. The Foundation will support community engagement and input on the wayfinding experience.

3. 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 (2017-2021).

The City of Bainbridge Island was awarded \$24K in 2020 for wayfinding signage in Winslow.

4. If any previous projects by the applicant were funded through the Lodging Tax (Civic Improvement) Fund and were not completed and/or if reports were not submitted to the City as requested, please explain:

The above-mentioned project was completed.

LODGING/TOURISM FUND APPLICATION

Project Information

1. Describe the proposed project.

- a. **Scope:** *The scope of this project is to enhance the Sound to Olympics Trail with wayfinding signage near the trailhead on Winslow Way, and at the trail transition to the Sakai Pond Connector at High School Road. The signage will be a combination of wayfinding, maps, and other information about trail destinations, usage and future plans.*
- b. **Budget:** *The proposed budget is as follows:*
- | | | |
|----------------------|---|-------------|
| • Design | - | \$8K |
| • Fabrication | - | \$10K |
| • Installation | - | \$5K |
| • <u>Contingency</u> | - | <u>\$7K</u> |
| Total | - | \$30K |
- c. **Schedule:** *The proposed schedule is as follows:*
- January-March – Design
 - April-June – Solicitation and procurement
 - July-September - Installation

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.

The project is scalable in that the amount of signage, the size of the signage, and the sign content can be adjusted to meet the anticipated budget.

2. Provide a brief narrative statement to address each of the selection criteria:

- a. Expected impact on increased tourism in 2022. 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 2020 and estimates for 2021.

The proposal is not necessarily proposed to increase tourism, but to enhance the tourist experience, provide wayfinding at a popular tourist and community destination, and to promote sustainable transportation options.

- 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 2022 as a result of the proposed activities. Please include the basis for any estimates.

The proposal is not expected to have an impact on overnight stays on the island.

- 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).

The proposal is not expected to have a significant economic impact on Bainbridge Island businesses, facilities, or events, but will support use of a popular tourist and community destination for sustainable modes of travel.

- 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.

The proposal is not expected to have an impact on overnight stays on the island during the off season.

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

The City of Bainbridge Island has a history of delivering successful projects for the community, including the downtown wayfinding signage, which utilized LTAC funds.

- 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.

There is an informal partnership with the Parks Foundation for this proposal. Duplication of efforts is unlikely.

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

This proposal would support sustainable transportation modes to and from tourist/community destination locations.

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

This proposal is not intended to draw additional tourism.

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

This proposal is expected to impact and increase the modes of travel that are used by visitors and residents and encourage the use of sustainable transportation methods.

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

The goal of the proposal is to encourage more sustainable modes of transportation to destinations around the island. Trail usage could be monitored for increases in usage once the signs are implemented.

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

The proposal will leverage project management and support staff services provided by the City of Bainbridge Island Public Works Engineering Department. In-kind services are estimated to be on the order of \$8K.

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

This proposal is expected to impact and increase the modes of travel that are used by visitors and residents on the island and encourage the use of sustainable transportation methods.

LODGING/TOURISM FUND APPLICATION

Supporting Documentation

1. Provide your organization's 2020 income/expense summary.

This document is attached to the application for reference.

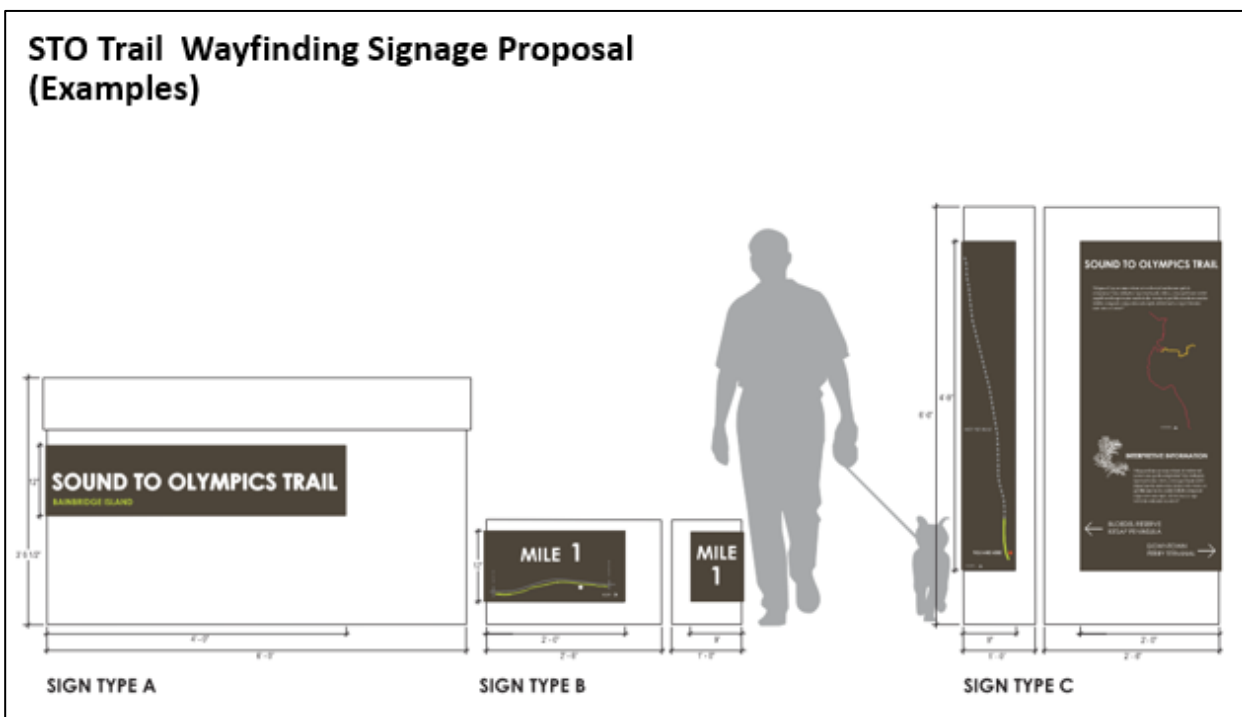
2. Provide your organization's 2021 budget and an estimate of actual 2021 revenue and expenses.

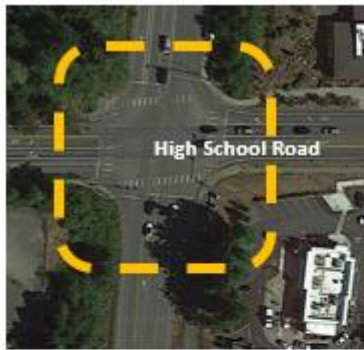
The City's 2021-22 biennial budget can be found on the [City's website here](#).

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

See attached.

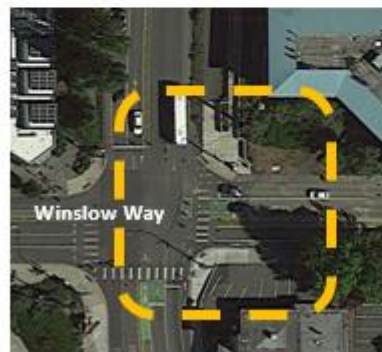
4. See renderings and map locations below:





Proposed STO Trail Wayfinding Locations

- High School Road and SR305
- Winslow Way and SR305



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September 24, 2021

RE: City of Bainbridge Island (COBI) – 2022 LTAC Proposal

Dear Selection Committee:

I am pleased to offer my support for the City of Bainbridge Island proposal for the signage along the Sound to Olympics (STO) and a pedestrian plaza at the head of the Sakai Connector, an STO segment.

The Bainbridge Island Parks Foundation is an active partner in planning and stewarding the STO, Bainbridge Island's first "linear park." Supported by our dedicated Friends of the STO Trail Fund, we partner with the City of Bainbridge Island, which has been the instrumental lead in the creation of this urban greenway.

The City is increasing Island visitation through the STO by creating a crucial link along the national Great American Rail Trail, a planned contiguous trail route stretching from Maryland west across the nation, across Washington and Bainbridge Island, across the Kitsap Peninsula to the Olympic Discovery Trail, and all the way to the shores of the Pacific.

This current proposal would provide numerous benefits to both citizens and visitors to Bainbridge Island. Please feel free to contact me if you have any questions.

Sincerely,



Mary Meier
Executive Director



September 29, 2021

To the Lodging Tax Advisory Committee of Bainbridge Island:

I'm writing in support of the City of Bainbridge Island Public Works Director's LTAC grant proposal for a small public wayfinding plaza at the entrance to the new segment of the Sound to Olympics (STO) called the Sakai Pond Connector.

Placemaking: Creating a small corner park/plaza at the entrance to this segment of trail at a significant intersection would both visually orient walkers and cyclists across the intersection from the first leg of the STO and provide a spot for pausing and appreciating the presence of a beautiful forest in an otherwise urban area. Signage would serve to educate about the nearby destinations of interest and of the regional importance of completing the Sound to Olympics trail. The importance of this corner can be compared to Waypoint Park at the ferry terminal, letting visitors learn some of the history of the island while helping them know they are going the right direction to the downtown Winslow core.

Regional/National Significance: I am on leadership teams for regional planning and advocacy boards such as the Friends of the Sound to Olympics Trail at the Bainbridge Island Parks Foundation, Sustainable Transportation Taskforce, Leafline Trails Coalition, the North Kitsap Trails Association, and Kitsap Audubon Society. We need to let more people in the Puget Sound region know that the route of the STO through Bainbridge Island is on the official route designated by the Rails-to-Trails Conservancy as the "Great American Rail Trail," from Washington DC to the Pacific Coast of Washington State. Think about it... one "Great" coast-to-coast trail, and its path runs up and down Bainbridge Island, connecting us with so many desirable destinations.

Destinations without Driving: Visitors to Bainbridge Island are not given much guidance on how to get around without a car, and although much of the STO has yet to be built, this new section offers residents and visitors alike a beautiful path through the woods to Sakai Park, the Sakai pond, and via existing Parks trails up to the pool and ballfields. Imagine a family deciding to ditch the frustration of getting a car onto a weekend ferry and instead plan a bike ride to their game-day destination. This plaza is the advertisement that promises the experience beyond and validates the correct path.

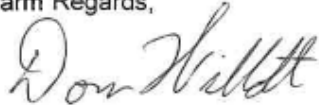
Access and Restoration: Bainbridge residents want to retain and restore the rural character of the island. Trails like the Sakai Pond Connector actually give the forest back to people by providing access to it. Something that was there all along but not accessible--or even seen--cannot be

appreciated. In my work with the Bainbridge Parks Foundation, I know that the initial construction of the plaza is not the end of the story. We will further the hard work started by the goat herd last spring to eradicate invasive plant species and replant with natives. Residents will see the attention to restoration and know that "we give a damn" about the aesthetics of the environment that is the DNA of our island identity.

This plaza and the trail that it welcomes us into is about a new way of thinking. It invites us to be present and yet encourages us to explore beyond. It shows our respect for the land and appreciation of the environment. Given its iconic door to the urban forest, it might even become a place of community expressions, like dressing up Seattle's "Waiting for the Interurban." It prompts us to think about different ways of getting around, especially if we are visitors to the island.

This plaza offers a meetup spot or a gathering place. In other words, it prompts us to announce our island spirit, despite--or because of--a busy intersection that might otherwise hide an island jewel.

Warm Regards,

A handwritten signature in cursive script that reads "Don Willott". The signature is written in black ink and is positioned below the text "Warm Regards,".

Don Willott