

CITY OF BAINBRIDGE ISLAND

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

Project Name:

Bainbridge Island Town Square/City Hall Charging Stations and Electrical Upgrades

Name of Applicant Organization and Amount Requested:

City of Bainbridge Island

Amount: *\$60,000*

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*

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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 Island Town Square and City Hall campus, which attracts hundreds of visitors every week during all seasons of the year in service to the Farmer's Market, the Bainbridge Performing Arts space, and other community-related gatherings.

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.

No partnerships are proposed.

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 and upgrade the Town Square/City Hall campus to include vehicle and bicycle charging stations, and 220V power for Town Square vendors. Two vehicle chargers are anticipated to be installed in the parking lot adjacent to Town Square, for use by the general public. The electrical service for these stations will also enable electrical upgrades to the Town Square space that will improve reliability and supply 220V power for mobile vendors. Additionally, up to 10 bicycle charging stations will be installed for public use adjacent to City Hall on the west or east side of the building.*
- b. **Budget:** *The proposed budget is as follows:*
- | | |
|------------------------|-------------|
| • Electrical service - | \$30K |
| • Materials - | \$12K |
| • Installation labor - | \$9K |
| • <u>Contingency -</u> | <u>\$9K</u> |
| Total - | \$60K |
- 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 to a point. The installation of the electrical service is a majority of the cost, but the amount of charging stations could be reduced if less funding is available. Additionally, one or more elements of the scope may be achieved depending on the funds available.

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 desired amenities 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 sustainable travel to a popular tourist and community destination. The electrical service upgrades will provide reliable power to the Farmer's Market vendors, and may allow for a wider variety of mobile vendors.

- 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 are no proposed partners 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 likely be the first LTAC project to 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 to attend events at the Town Square/City Hall campus 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 and from the Town Square/City Hall campus location. Use of these facilities can be documented for data-gathering purposes.

- 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 \$10K.

- 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 to attend events at the Town Square/City Hall campus 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.