

2022 LODGING/TOURISM FUND PROPOSAL
COVER SHEET

Project Name:

2022 Strategic Marketing Pln

Name of Applicant Organization and Amount Requested:

Kids Discovery Museum (KiDiMu) Amount

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

30-0167480

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

March 1, 2003 and UBI:602253594

Primary Contact:

Kaitlin Chester

Mailing Address:

301 Ravine Lane NE, Bainbridge Island, WA 98110

301 Ravine Lane NE, Bainbridge Island, WA 98110

Email(s):

kaitlin@kidimu.org

Day phone:

206-855-4650

Cell phone:

Please indicate the type of project described in your proposal:

v	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:

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.

Kids Discovery Museum (KiDiMu) sparks children's curiosity through play and experiential learning. We are the only children's museum on the Kitsap and Olympic Peninsulas and a premier Island destination for families. Through an early childhood education and development lens, we house exhibits that encourage imaginary play and scientific inquiry and activities centered around science, technology, engineering, art, and math. In an average year, we have 35,000 visitors annually.

We have embarked on a successful, strategic marketing plan to designate ourselves as a regional destination for families. Throughout 2021, we enhanced and created new programming to offer during shoulder season. In April we launched an Explore Bainbridge Activity Book to promote tourism to Bainbridge during spring break. Our activity book guides visitors to 10 different locations on Bainbridge Island through STEM education. We are creating a 2nd edition in 2022 with new locations and activities. We worked closely with Visit Bainbridge to bring a travel writer to preview the activity book which was featured in the April edition (in print and online) of ParentMap, the largest Seattle-area parenting publication.

This year, KiDiMu partnered with BIJAC (Bainbridge Island Japanese Community) and the Exclusion Memorial on their Junior Ranger program. We distribute the booklets and award badges to children who visit the Exclusion Memorial and complete the booklet.

This fall we are celebrating Halloween with an outdoor party, and holidays at KiDiMu with expanded hours during December for gingerbread house building and sock skating. We are currently assessing what Noon Year's Eve, a countdown to noon party, will look like this year due to COVID. These holiday traditions will be continued and expanded into 2022 as COVID restrictions allow. Additionally, this November we are celebrating the launch of the Webb Telescope. KiDiMu is a community host site recognized by NASA and we are partnering with the Battle Point Astronomical Association for this all day event.

KiDiMu uses digital and print advertising, and through industry-specific publications like ParentMap and Seattle's Child to encourage tourism to Bainbridge Island. As a member of Visit Seattle, Association of Children's Museums, Northwest Association of Youth Museums, Bainbridge Island Downtown Association, and the Bainbridge Island Chamber of Commerce we are able to expand our promotional reach of the museum and Bainbridge Island.

Visit Bainbridge for Outdoor Scavenger Hunt Fun With the Kids

Investigate the island April 5–11 with KiDiMu's 'Explore Bainbridge' activity kit



BY NATASHA DILLINGER | PUBLISHED ON: APRIL 01, 2021



PHOTO: Playing on the beach on Bainbridge Island during an outing with the Explore Bainbridge activity kit from KiDiMu. Credit: Natasha Dillinger

Picture it with me: an island destination where kids play on the beach and you go on hikes through a lush green forest. On top of that, you sneak in some cool STEM learning opportunities. No, it's not Hawaii! You don't have to travel far to get a change of scenery for spring break. Just hop on the [ferry](#) or [cruise through Tacoma](#) to nearby Bainbridge Island.



- 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.**

This funding request encompasses all of off-island fly and drive tourism and KiDiMu does not have project partners for this application. But KiDiMu will continue to partner with Visit Bainbridge, BIJAC (Bainbridge Island Japanese Community), Bainbridge Island Lodging and Hospitality Association, Battle Point Astronomical Association, Bainbridge Historical Museum, Bainbridge Island Museum of Art, and Bainbridge Island Downtown Association.

- 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).**

2021 - Strategic Marketing Plan - \$9,000

We are completing the final stages of the museum's 2021 Strategic Marketing Plan. We are on target to complete the metrics of the 2021 funding request and allocation.

- 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:**

N/A

Describe 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.

KiDiMu was graciously awarded \$9,000 for our strategic marketing plan through LTAC funds in 2021. We have been able to target our fly and drive market through social media advertising, update our collateral with professional photography, and increase awareness of both Bainbridge Island and the museum with digital and print advertising. We will continue this plan in 2022, with heavy advertising pushes during shoulder season.

Our strategic marketing plan includes targeted social media, print & digital advertising, enhanced photography & videography, and outreach. We will survey our guests post-visit to learn about their customer journey. This entails zip code tracking, overnight stays, and overall experience on Bainbridge Island. We will continue to measure our online ad reach through our website analytics and social media insights.

B. Budget: Include a detailed budget for the proposed project with itemized expenses and income. Include the amount requested from the Lodging 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.

Income	Amount
Contributed Income	\$1,000
Retail/Earned Revenue	\$750
Program Income	\$3,500
LTAC Funding	\$30,500
Total	\$35,750
Expenses	Amount
Social Media Advertising Targeted social media ads on Instagram and Facebook to our drive and fly target market	\$1,000
Digital Advertising 15 second video on WSF, digital ads in Seattle's Child, ParentMap, Visit Seattle, and other publications with reach in the Seattle-area	\$10,000
Print Advertising Pike Place Market Brochure distribution, Seattle's Child's edition of Museums are for Kids, ParentMap Winter Adventure guide	\$8,000
Photography & Videography	\$5,000
Printing Rack cards, posters, flyers, and brochures	\$1,000
Outreach Educational, tabletop outreach on Bainbridge-Seattle route and/or Seattle terminal	\$1,000
Program / Event Implementation	\$3,500
Explore Bainbridge production costs	\$1,000

C. Schedule: Provide a project timeline that identifies major milestones.

January	Prepare marketing materials & advertising KiDiMu Winter Olympics
February	KiDiMu Winter Olympics
March	Prepare marketing materials & advertising for Explore Bainbridge
April	Launch 2nd edition of Explore Bainbridge & outreach on WSF Seattle-Bainbridge route
May	Book ad space for Museums are for Kids special edition in Seattle's Child, marketing & advertising prep for KiDiMu Community Birthday Party
June	KiDiMu Community Birthday Party
July	Social media push to fly and drive target market
August	Social media push to fly and drive target market
September	Prepare marketing & advertising for Halloween at KiDiMu, outreach on WSF Seattle-Bainbridge route
October	Halloween Party
November	Prepare marketing & advertising for Winter holidays at KiDiMu
December	Winter holidays at KiDiMu

The scope project allows for scalability in terms of ad sizes, distribution range, and marketing and advertising revenues. If not fully funded, we would assess our plan to meet the recommended funding.

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

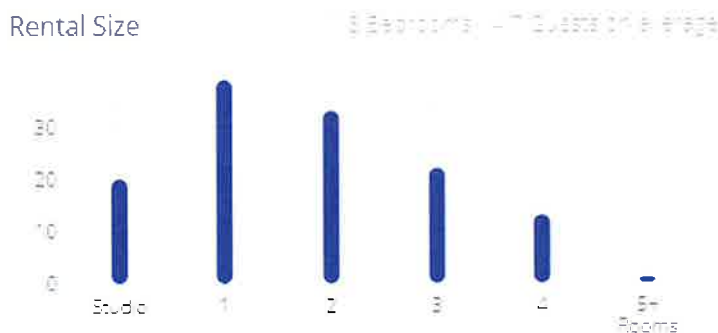
A. Expected impact on increased tourism in 2022. Please provide specific estimates of how the project will impact the number of people traveling fifty miles or more away to Bainbridge Island for the activity, or who will travel from another country or state outside of Washington State to attend the activity. If appropriate, compare/contrast this impact to the actual or estimated number of tourists at your event/facility in 2020 and estimates for 2021.

KiDiMu was closed for over 400 days due to COVID-19. Since reopening, we are at 86% of our average daily visitors per our 2019 statistics. This is a positive and significant success given the trepidation and slow rebound of visitors at the intersection of early childhood and the arts and culture sector. 20% of our visitors this year have traveled from 50+ miles away, or out of state. Sector specific research indicates that museums will see an increase in visitation as the vaccine becomes available to children under 12, and we expect to see even more families visiting KiDiMu and Bainbridge Island as this age group become vaccinated. Based on our 2019 and 2021 year-to-date statistics, we expect to welcome approximately 7,000 visitors who will travel 50 miles or more away or are out of the state/country in 2022.

<https://news.airbnb.com/wp-content/uploads/sites/4/2021/05/Airbnb-Report-on-Travel-Living.pdf>

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 the result of the proposed activities. Please include the basis for any estimates.

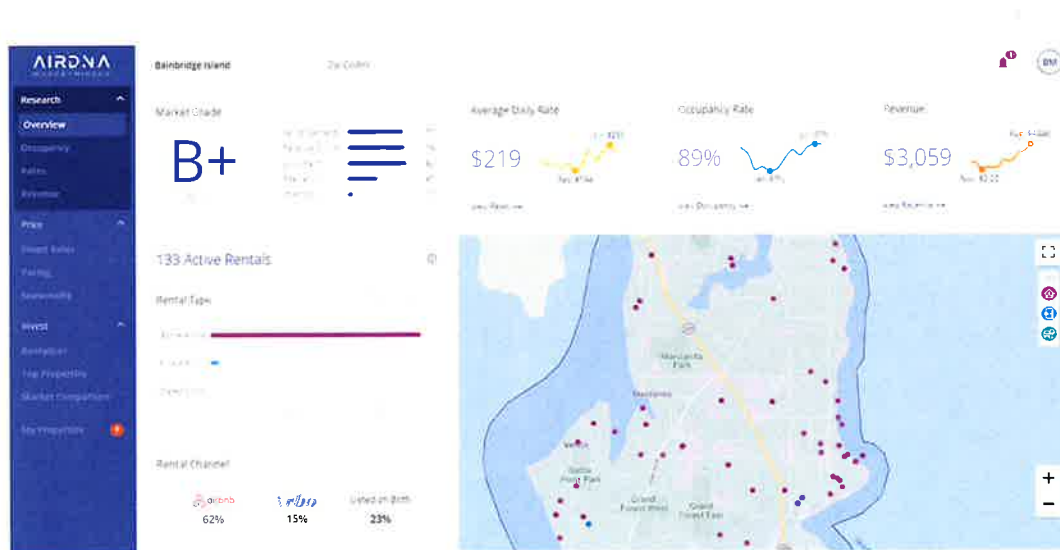
KiDiMu is partnering with Bainbridge Island Lodging and Hospitality Association (Destination Bainbridge) to provide their guests with 25% off museum admission (up to 4 guests). We will use the redeemed vouchers as a metric for gauging overnight stays. Destination Bainbridge has provided us with analytics that show positive results around family tourism. The average rental size has been 1.8 bedrooms for 4.7 guests.



Data % Destination Bainbridge.

C. Proposed economic impact on Bainbridge Island businesses, facilities, events, and amenities, including the sales of overnight lodging, meals, tours, gifts, and souvenirs (helpful data may be found on the Washington State Department of Commerce website).

According to the Downtown Seattle Visitor Intercept Survey, tourists spend an average of \$195 per day in downtown Seattle. Assuming the average family is two adults and two children, even at \$100 per day with the average daily rate from Destination Bainbridge (\$219), KiDiMu visitors would spend \$558,250 at Bainbridge Island restaurants, retail stores, events, lodging, and amenities. Additionally, we ensure our LTAC dollars stay on Bainbridge Island. We use island companies like Sound Repro, Water and Well Photography, Town and Country Market, Reliable Storage, and more to keep our LTAC local.



(Data % Destination Bainbridge)

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.

Many of KiDiMu’s events are during the shoulder season by design. Seattle Museum Month is in January, a Winter Olympics celebration for the month of February 2022, the 2nd edition of our Explore Bainbridge activity book will be released in early-April 2022, as well as fall/winter celebrations for Halloween, Dia de los Muertos, Thanksgiving, and celebrating winter holidays with gingerbread house building, sock skating, and our Noon Year’s Eve celebration. KiDiMu intends on using the vast majority of advertising dollars from this project to promote our events from October 1 - Memorial Day weekend.

E. The applicant’s demonstrated history of organizational and project success.

KiDiMu has been a haven for educational play opportunities for almost two decades for both tourists and locals. 20% of our visitors this year have traveled 50 miles away or more, or from

out of state/country. KiDiMu has been successful in reaching families in our fly and drive market through advertising, working with travel writers, and paid social media.

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.

As a primary resource for family tourism, we consider ourselves a community partner that lifts and supports all island organizations. KiDiMu does not have specific project partners for our 2022 LTAC project proposal, and we will continue to partner and work closely with the Bainbridge Island Chamber of Commerce, Bainbridge Island Downtown Association, Visit Bainbridge, BIJAC, Bainbridge Island Museum of Art, Bainbridge Island Historical Museum, Helpline House, Kitsap Community Resources, and Battle Point Astronomical Association, Bloedel Reserve, BARN, and others.

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

Our project is specifically tailored to children and multigenerational travel. KiDiMu is the only children's museum on the Kitsap and Olympic Peninsulas. We offer informal STEM education for children and their families through museum programming and hands-on exhibits. We will continue to provide new and different ways of attracting family tourism to Bainbridge Island through our Explore Bainbridge activity book & STEM boxes, as well through creative, special events like our community birthday party, Webb Telescope launch event, and celebration of winter holidays through sock skating and gingerbread building.

In 2021, families are powering travel. Family travel was at an all time high this summer and outpacing all other types of travel, according to Airbnb. Airbnb surveyed 10,000 people and 42% of respondents identified as "family-focused voyagers". Family travel to rural destinations has increased from 32% to 42% from 2019 to 2021.

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

On an average year, KiDiMu serves 35,000 visitors. Since reopening in April, we are at 86% of our average daily visitors per our 2019 statistics. We provide a special place for families to play and learn together, just steps from the ferry.

I. For a capital project, please detail the project's expected impact on tourism.

N/A

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

We will assess our project goals by issuing a survey to guests post-visit. The survey will provide us detailed information about overnight stays, satisfaction with KiDiMu and Bainbridge Island, and where guests are visiting from. Additionally, we will assess our web traffic and social media insights.

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

Our LTAC funding request is designed to address the tangible costs of our tourist marketing initiatives. Payroll and contracting costs are not included in this request and are anticipated to equal \$25,000. Payroll is included in our general operating costs and funding through a mix of earned and contributed revenue. This funding will come from a mix of contributed and earned revenue.

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

Our location is just steps from the ferry, and we encourage visitors whenever possible to walk on the ferry instead of driving.

LODGING/TOURISM FUND APPLICATION Supporting Documentation

1. Provide your organization's 2020 income/expense summary.
2. Provide your organization's 2021 budget and an estimate of actual 2021 revenue and expenses.
3. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.

	2021 Projections - reopening June 2021	As of August 31, 2021	Projected end of year
Income			
Contributions Income			
Corporate Sponsorship			
<i>Golf</i>	\$ -		
<i>Wonder</i>	\$ -		
<i>Programs</i>	\$ 45,000.00	\$ 6,600.00	\$ 14,600.00
<i>Operating</i>	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
<i>Gingerbread Competition</i>	\$ -		
Companies	\$ 3,500.00	\$ 3,563.43	\$ 4,000.00
Total Corporate Contributions	\$ 51,000.00	\$ 12,663.43	\$ 21,100.00
Grants			
Restricted	\$ 8,000.00	\$ 12,000.00	\$ 30,000.00
Grants - Other (Unrestricted)	\$ 30,000.00	\$ 27,500.00	\$ 37,500.00
Total Grants	\$ 38,000.00	\$ 39,500.00	\$ 67,500.00
Individual Donations			
One Call For All	\$ 10,000.00	\$ 16,902.00	\$ 16,902.00
Government	\$ 31,500.00	\$ 21,500.00	\$ 31,500.00
Events			
<i>MiniGolf</i>	\$ -		
<i>Wonder</i>	\$ -		\$ 50,000.00
Total Events	\$ -		\$ 50,000.00
Individual			
Donations	\$ 150,000.00	\$ 75,295.73	\$ 100,000.00
Board Donations	\$ 15,000.00	\$ 440.00	\$ 15,000.00
Individual - Other (change, dipjar, etc)	\$ 1,000.00	\$ 150.00	\$ 300.00
Total Individual	\$ 166,000.00	\$ 75,885.73	\$ 115,300.00
In-Kind Donations	\$ -		
Restricted Contributions			
Contributions Income - Other			
Total Contributions Income	\$ 296,500.00	\$ 166,451.16	\$ 302,302.00
Earned Income			
Fee Programs			
Pre-School Tuition/Fees	\$ 67,250.00	\$ 24,683.00	\$ 57,233.00
At Home Kits	\$ 4,000.00	\$ 1,323.00	\$ 1,800.00
Birthday Parties	\$ 2,500.00	\$ -	\$ -
Summer Camps	\$ 13,200.00	\$ 37,489.53	\$ 37,489.53
Field Trips	\$ -		
Minimu	\$ -		
Workshops	\$ 2,480.00	\$ -	\$ 680.00
Total Fee Programs	\$ 89,430.00	\$ 63,495.53	\$ 97,202.53
General Admissions	\$ 35,000.00	\$ 21,150.00	\$ 35,000.00

Membership Dues	\$ 20,000.00	\$ 13,568.66	\$ 20,000.00
Rentals	\$ 1,000.00	\$ -	\$ -
Retail	\$ 1,000.00	\$ -	\$ -
Non-Taxable Food Sales miscellaneous retail discounts	\$ -		
Total Earned Income	\$ 146,430.00	\$ 98,214.19	\$ 152,202.53
cash over/short			
Total Income	\$ 442,930.00	\$ 264,665.35	\$ 454,504.53
Gross Profit			

Expense

ADMINISTRATIVE EXPENSES

Bank Service Charges	\$ 50.00		\$ 50.00
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Lease Expenses

Storage Unit	\$ 2,448.00	\$ 1,908.71	\$ 2,448.00
Equipment	\$ 3,600.00	\$ 2,137.42	\$ 3,600.00
Total Lease Expenses	\$ 6,048.00	\$ 4,046.13	\$ 6,048.00
Merchant Fees	\$ 3,783.58	\$ 3,783.58	\$ 3,783.58

Payroll Wages & Taxes

Wages

Staff

Total Wages	\$ 254,496.00	\$ 146,912.00	\$ 224,499.84
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PR Taxes

FICA/Medicare Tax	\$ 19,484.18	\$ (45,466.00)	\$ (25,982.00)
L&I Tax	\$ 4,884.76	\$ 2,833.69	\$ 4,000.00
SUTA Tax	\$ 318.10	\$ 526.83	\$ 800.00
Family Leave			
Total PR Taxes	\$ 24,687.04	\$ (42,105.48)	\$ (21,182.00)

Total Payroll Wages & Taxes	\$ 279,183.04	\$ 104,806.52	\$ 203,317.84
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Property Taxes	\$ 200.00		
WA State B&O Taxes	\$ 2,000.00	\$ 249.00	\$ 249.00
Total Taxes	\$ 2,200.00	\$ 249.00	\$ 249.00

Professional Fees

Grantwriter Fee	\$ 1,200.00	\$ 1,233.75	\$ 1,500.00
Accounting/Tax Prep Fees	\$ 14,000.00	\$ 9,058.00	\$ 14,000.00
Computer Tech	\$ 500.00		\$ 200.00
Legal Fees	\$ 3,000.00		\$ -
Total Professional Fees	\$ 18,700.00	\$ 10,291.75	\$ 15,700.00
Dues and Subscriptions	\$ 4,537.07	\$ 4,257.58	\$ 5,000.00
Miscellaneous (equipment repairs?)	\$ 4,000.00	\$ -	\$ 1,200.00
Licenses and Fees	\$ 458.10	\$ 231.60	\$ 458.10
Office Supplies	\$ 3,500.00	\$ 1,528.45	\$ 3,500.00

Postage and Shipping	\$	800.00	\$	241.00	\$	800.00
Staff Development	\$	1,000.00	\$	250.00	\$	250.00
Telecommunications & Internet	\$	2,865.72	\$	1,581.89	\$	2,865.72
Interest/Finance Charge						
4492, Wells CC, Corinne	\$	900.00	\$	238.00	\$	238.00
CC, Susie	\$	-				
4643, Wells LOC	\$	2,200.00	\$	394.78	\$	394.78
Misc Vendors	\$	-	\$	-	\$	-
Anne CC	\$	-	\$	-	\$	-
Total Interest/Finance Charge	\$	3,100.00	\$	632.78	\$	632.78
Staff Appreciation	\$	1,000.00	\$	34.87	\$	800.00
Uniforms	\$	500.00	\$	81.38	\$	200.00
Contract Labor						
Contract Labor - Plant	\$	4,000.00	\$	420.00	\$	420.00
Contract Labor - Programs	\$	-				
Contract Labor - Exhibits	\$	3,500.00	\$	-	\$	-
Total Contract Labor -	\$	7,500.00	\$	420.00	\$	420.00
Total ADMINISTRATIVE EXPENSES	\$	339,225.51	\$	132,436.53	\$	245,275.02
Exhibit Expenses						
FACILITY EXPENSES						
CAM	\$	14,436.12	\$	9,624.08	\$	14,436.12
Electricity	\$	4,800.00	\$	3,472.59	\$	4,800.00
Insurance						
Commercial Liability	\$	6,558.00	\$	4,372.00	\$	6,558.00
D&O Insurance	\$	1,998.00	\$	1,332.00	\$	1,998.00
Total Insurance	\$	8,556.00	\$	5,704.00	\$	8,556.00
Janitorial	\$	12,000.00	\$	6,398.53	\$	11,346.53
Maintenance/Repairs	\$	25,000.00	\$	9,277.87	\$	15,000.00
Supplies	\$	1,000.00	\$	1,795.81	\$	2,000.00
Garbage/Water	\$	14.00	\$	22.00	\$	22.00
Total FACILITY EXPENSES	\$	65,806.12	\$	36,294.88	\$	56,160.65
Marketing Expenses	\$	25,000.00	\$	6,642.75	\$	9,000.00
Special Fundraising Events	\$	5,000.00	\$	604.54	\$	604.00
Dipjar						
Wonder	\$	-			\$	6,500.00
Special Fundraising Events - other						
Total Marketing/Fundraising Events	\$	30,000.00	\$	7,247.29	\$	16,104.00
PROGRAM EXPENSES						
Pre-School - Expense	\$	3,500.00	\$	2,785.95	\$	3,500.00
Art Room Supplies	\$	1,000.00	\$	159.50	\$	400.00
At Home Kit Expense	\$	2,400.00	\$	870.00	\$	1,200.00
Birthday Party Supplies	\$	500.00	\$	117.28	\$	117.28
Summer Camps	\$	1,100.00	\$	119.84	\$	119.84

Program Supplies	\$	300.00	\$	240.13	\$	300.00
PROGRAM EXPENSES - Other						
Total PROGRAM EXPENSES	\$	8,800.00	\$	4,292.70	\$	5,637.12
In-Kind Expenses						
Development Expense						
Total Expense	\$	452,387.63	\$	185,975.40	\$	331,732.79
Net Ordinary Income	\$	(9,457.63)	\$	78,689.95	\$	122,771.74
Other Income/Expense						
Other Income	\$	-	\$	54,480.00	\$	54,480.00
Total Other Income						
Net Other Income			\$	54,480.00	\$	54,480.00
Net Income	\$	(9,457.63)	\$	133,169.95	\$	177,251.74



Battle Point Astronomical Association
Ritchie Observatory, Battle Point Park
PO Box 10914, Bainbridge Island, WA 98110
(206) 842-9152 www.bpastro.org

September 29, 2021

Lodging Tax Committee Members,

It is my pleasure to write this letter of support and partnership for the Kids Discovery Museum (KiDiMu) and their 2022 Bainbridge Lodging Tax Grant proposal.

Battle Point Astronomical Association (BPAA) is partnering with KiDiMu to present a special event to the Bainbridge Island community and visitors, especially children. This event, to be held in November, will draw attention to NASA's launching of the James Webb Space Telescope, the long-anticipated successor to the well-known and beloved Hubble Space Telescope.

One of BPAA's main areas of focus is on raising awareness of science among children and their parents, through the lens of astronomy, which everyone loves. We are excited to partner with KiDiMu to reach a wider audience.

I encourage your support of the Kids Discovery Museum and their efforts to foster children's interest in science and exploration.

Thank you,

A handwritten signature in black ink, appearing to read "Frank Petrie". The signature is fluid and cursive.

Frank Petrie
BPAA President



Bainbridge Island Japanese American Community

Bainbridge Island Japanese American Community

PO Box 10449
Bainbridge Island, WA 98110
www.bijac.org

September 22, 2021

Dear Lodging Tax Committee Members:

On behalf of the Bainbridge Island Japanese American Community (BIJAC) and the National Park Service (NPS), we would like to acknowledge the partnership that we've initiated. We appreciate the willingness of the KIDImu to be an important distribution point for our Junior Ranger booklets and badges for the Japanese American Exclusion Memorial here on Bainbridge Island.

The Memorial is a joint effort of the Bainbridge Island Historical Society and Bainbridge Island Japanese American Exclusion Memorial Association, Bainbridge Island Japanese American Community, and Bainbridge Island Metropolitan Park and Recreation District. Klondike Gold Rush National Historical Park, Seattle, Washington, provides National Park Service administrative assistance.

The public having access to this information is particularly important during the winter months when the Exclusion Memorial is not staffed by the NPS rangers, who are the keepers of the guides on the memorial site.

Regards,

Carol Reitz, Trustee
Bainbridge Island Japanese American Community

Cc: Clarence Moriwaki, Val Tollefson, Logan Wegmeyer, Joyce Nishimura

President Clarence Moriwaki	Vice President Mary Woodward	Secretary Joyce Nishimura	Treasurer Debra Grindeland
Trustees			
Ron Coglon Karen Matsumoto Keith Uyekawa	Katy Curtis Carol Reitz	Lilly Kodama Gary Sakuma	Hisa Matsudaira Ellen Sato Faust



September 29, 2021

Members of the Lodging Tax Advisory Committee,

It is my pleasure to submit a letter of support and partnership for the Kids Discovery Museum (KiDiMu) for the 2022 LTAC grant cycle.

We are blessed to have such a wonderful family focused asset such as KiDiMu to attract new family visitations to Bainbridge. This past year, Visit Bainbridge had the pleasure of partnering with KiDiMu to help amplify their marketing effort around the launch of their "Explore Bainbridge" activity book. Working alongside Director of Community Engagement and Outreach, Kaitlin Chester, VBI invited a writer who focuses on family travel to experience the activity book with her children. The resulting article appeared in ParentMap and on several social media channels.

It is important we continue to support organizations such as KiDiMu who not only play an important role in our community, but who's positive reputation extends to off island visitors seeking children's play and experiential learning opportunities.

As an organization focused on marketing Bainbridge Island as a destination, I endorse the Kids Discovery Museum's efforts to continue marketing to families in our shoulder season and encourage you to support this effort through generous funding.

With warm regards,

Chris Mueller

Christine Mueller, Executive Director
Visit Bainbridge Island

Visit Bainbridge Island
321 High School Road NE, STE D3
POB 282
Bainbridge Island, WA 98110