

CITY OF BAINBRIDGE ISLAND

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

Project Name: Bainbridge Island Marketing Plan including reporting metrics

Name of Applicant Organization and Amount Requested:

Visit Kitsap Amount \$50,000

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

501[c]6 Non-profit 91-1146544

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

1983 UBI 601-135-703

Primary Contact:

Beth Javens, Director

Mailing Address:

9230 Bayshore Drive NW #101 Silverdale, WA

Email(s): beth.javens@visitkitsap.com

Day phone: 360-908-0088 Cell phone: 360-908-0088

Please indicate the type of project described in your proposal:

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

Applicant Information

Question 1

Visit Kitsap (VKP) is the official destination marketing organization for the Kitsap Peninsula since 1983. VKP Tourism Partner Marketing Services provide strategic tourism management, hospitality and tourism advocacy for communities of North, Central and South Kitsap County.

VKP has represented the communities on the Kitsap Peninsula including Bainbridge Island since inception including events such as Wine on the Rock, Chilly Hilly, Paddle Bainbridge and more. VKP is the steward and program manager for the Kitsap Peninsula Water Trails designated in 2014 by the Department of the Interior. In 2021 VKP collaborated with the Washington Trust for Historic Preservation on the National Washington Maritime Heritage Area adding yet another historically and culturally significant designation on Kitsap and Bainbridge Island.

Visit Kitsap has played an important role in communicating health advisories due to COVID 19 and in jumpstarting promotional efforts for the local economy as the COVID pandemic evolved and restrictions were lifted. In conveying the states' health directives.

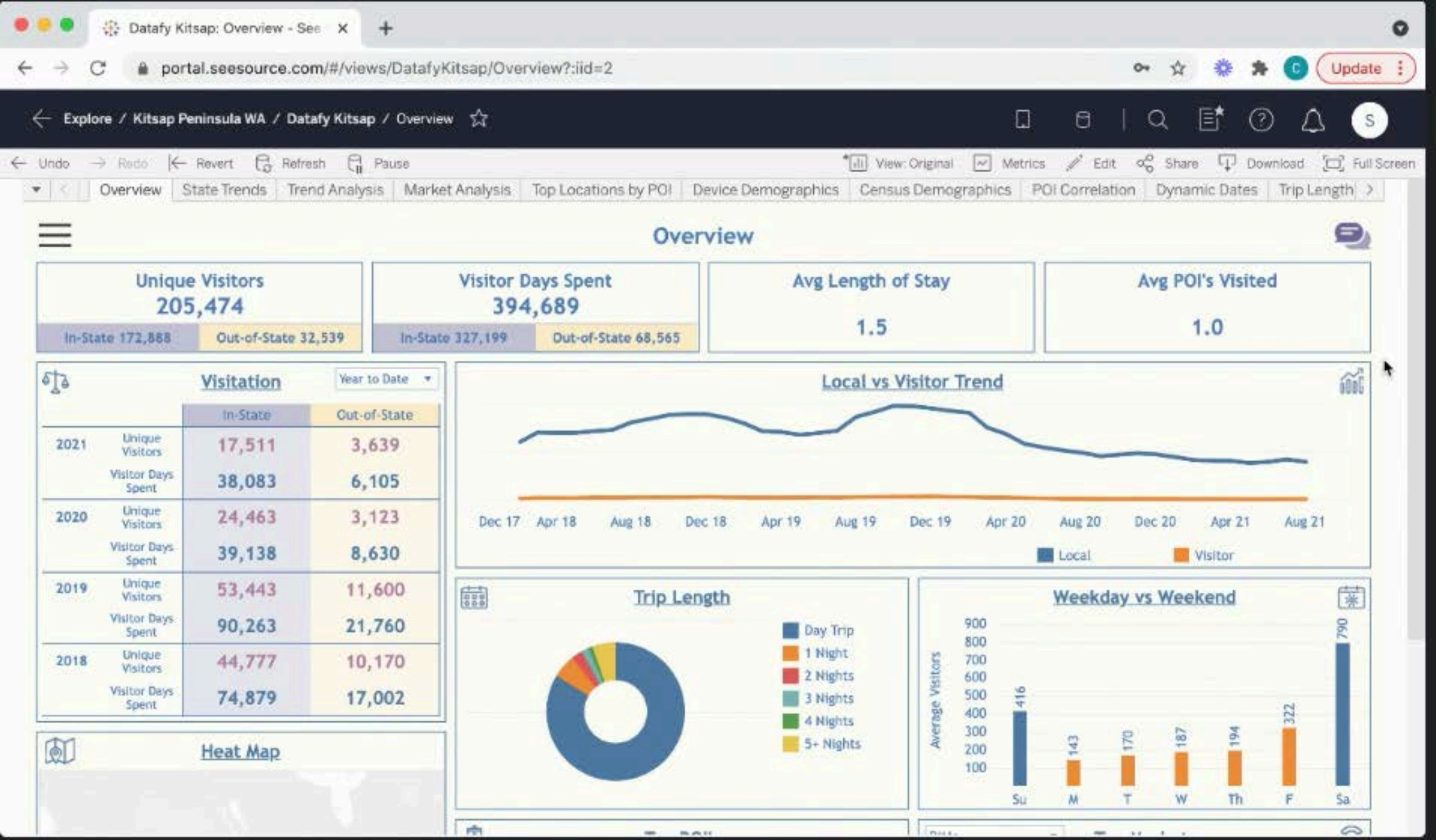
VKP currently provides the following comprehensive tourism services: Targeted marketing outside 50 miles for the purpose of generating lodging tax revenue including public relations efforts to attract visitors to specific niche:

- Supplying fulfillment requests from our administrative offices as well as providing Bainbridge Island hospitality non-profits collateral and materials for their guests;
- Monthly reports on visitor traffic to Bainbridge Island including hotel occupancy, short-term rental occupancy, website analytics, monthly media coverage, monthly mobile identification accounting for visitors from cities and states including zip-codes and points of interest throughout the United States who visit Bainbridge Island;
- Economic impact of travel and visitation for Kitsap County from WSDOT ferry terminals and Washington Department of Commerce.

VKP provides social, digital and content management services as well as collateral and visitor guide fulfillment to engaged Bainbridge Island businesses, museums, parks and attractions including many partners in hospitality. VKP provides event support, outreach and community sponsorships, complimentary listings of Bainbridge Island restaurants, retail, parks, recreation and events. VKP places targeted advertising in print, radio, social, and broadcast media to attract visitors over 50 miles.

With new leadership in place Visit Kitsap has begun implementing programs with data-driven metrics and reporting to provide the City of Bainbridge Island an accurate portrait of the Bainbridge Island visitor including:

- Accurate audience coverage and advertising equivalency value of Bainbridge Island media, features, mentions
- Hotel rooms booked on Bainbridge Island through VKP booking engine
- Economic impact and spending on Bainbridge Island via VKP proprietary research
- Mobile identification analytics via VKP proprietary research
- Demographics via VKP proprietary research
- Length of stay
- Web analytics
- Social media insights



Overview

Unique Visitors
205,474

In-State 172,888 Out-of-State 32,539

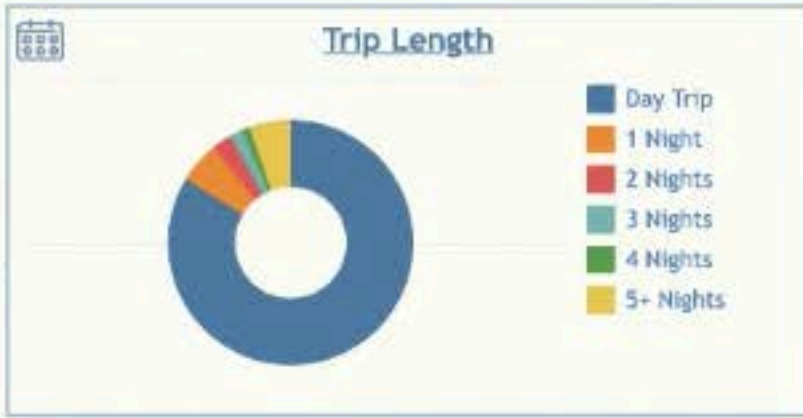
Visitor Days Spent
394,689

In-State 327,199 Out-of-State 68,565

Avg Length of Stay
1.5

Avg POI's Visited
1.0

		Visitation		Year to Date
		In-State	Out-of-State	
2021	Unique Visitors	17,511	3,639	
	Visitor Days Spent	38,083	6,105	
2020	Unique Visitors	24,463	3,123	
	Visitor Days Spent	39,138	8,630	
2019	Unique Visitors	53,443	11,600	
	Visitor Days Spent	90,263	21,760	
2018	Unique Visitors	44,777	10,170	
	Visitor Days Spent	74,879	17,002	



Visit Kitsap's innovative new data-driven research and metrics coupled with our traditional marketing will enable us to target Bainbridge Island lodging business, track bookings, click through rates and occupancy to better enable the city to forecast lodging tax and report to Joint Legislative ARC.

Visit Kitsap is happy to offer marketing expertise and assistance specifically relevant reports and targeted marketing assistance to the City of Bainbridge Island, Visit Bainbridge, Bainbridge Island Tours, Bainbridge Island Hospitality, Bainbridge Island Chamber of Commerce, Historic Downtown Bainbridge, Bloedel Reserve, Bainbridge Historical Museum and BIMA, Bainbridge Wine Alliance and any tourism and hospitality partners with additional in-kind support. VKP will provide co-operative marketing opportunities, programs and research designed to help attract visitors to Bainbridge Island while providing strong sustainability and eco-stewardship messaging as needed.

Question 3

Visit Kitsap has been awarded the following Lodging Tax funding:

2021- \$5,000

2020-\$12,000

2019-\$12,000

Question 4

COVID 19 Pandemic-related activities that were prohibited or adversely affected due to state and county mandates were postponed or restructured.

Bainbridge Island

Total National TV Audience
253,189

Total National TV Publicity
USD \$39,641

Total Local TV Audience
253,189

Total Local TV Publicity
USD \$39,641

Total Radio Audience
734,350

Total Publicity Value
USD \$780

Total Online + Print Audience
264,226,968

Total Online + Print Publicity
USD \$7,738,740

Total Social Followers
84,075

Total Number of Clips 136

[Collapse All Clips](#)



[Full Article](#)

Washington's Best E-Bike Routes



1

Date Collected Jun 22, 2021 12:44 PM PDT

Category Consumer

Source Seattle Met

Author Alison Williams

Est. Audience 16,964

Est. Publicity Value USD \$399

Market United States

Language English

...the granddaddy of bike trails, the east west route that connects Ballard to the top of Lake Washington. Only Class 1 and 2 versions are permitted, at a 15 mph limit; a Seattle Parks and Recreation pilot study found that top speeds really didn't vary much between pedal and e-bikes.

Bainbridge Island

A classic tour of beaches, beautiful homes, and boutique shops becomes vastly easier with assistance on the island's steep hills. Loop options abound, most on regular roads without much of a bike lane—but drivers are so used to pedestrians that these routes feel safer than Seattle streets.



Content Expired ⓘ

No Program Name Available



2

Time Jun 19, 2021 11:14 AM PDT

Local Broadcast Time 11:14 AM PDT

Call Sign KBNW AM (ABC News Radio)

Market DMA: 184 Bend, OR

Language English

There really isn't dog jake free boarding grooming a place to have a great daycare and met your your dog run spends time can crocket: find out more about than the pocket dot com with locations in theory in the C. N. How about some delicious wine and an island get away you get role would you like your day on washington's **bainbridge island** take the short very rpe for downtown seattle to gingrich island almost seven boutique wineries represent ng several dfferent arr vals and stylus when your v sit now go to leverage wneries gone yes to the br dge for de icious day or a wind field weekend slam your w nd get away down at the rich winer es dot com i'm sure craft beer is de icious and sure you'll find some of the best you're the

Project Information

Describe the Proposed Project

Scope: Visit Kitsap (VKP) will provide an annual comprehensive marketing program including traditional media and innovative reporting to monitor VKP conversions on media, public relations, and lodging on travelers to Bainbridge Island with the intent and purpose of converting business from 50 miles or more. This includes the following:

- Create "Passport to Bainbridge" a Bainbridge Island specific program featuring businesses, museums gardens cultural and historic attractions and accompanying reports for downloads, check-ins and business productivity
- Collaborate with BI partners to attract travelers that meet lodging and business needs of lodging partners both in and out of season and alternative and on-demand transportation messaging for day trips
- Implement data-driven research campaigns and features on social media radio broadcast and print and affinity publications (ex: NW Travel, 1859, Waterside Magazine)
- Coordinate and provide itineraries for travel writers to NW Travel Journalists, International Food Wine and Travel and Society of American Travel Writers, Port of Seattle and Washington Tourism Alliance to attract international and out-of market visitors collaborating with BI partners
- Partner to create travel industry familiarization tours to Bainbridge Island and collaborate with BI partners when requested
- Promote all Bainbridge Island visitor-related businesses and attractions on all VKP media and platforms including VisitKitsap.com, KitsapPeninsulaWaterTrails.com, KitsapBites.com, Kitsap Bites Facebook, Visit Kitsap Blog, Visit Kitsap Facebook, Visit Kitsap Instagram, Kitsap Bites Facebook
- Feature Bainbridge Island access points and events on Kitsap Peninsula Water Trails web site, social media platforms
- Promote Bainbridge Island on any National Washington Maritime Heritage Area promotions in cooperation with Historical Museum and others
- Provide regular fulfillment and delivery of collateral brochures and itineraries to BI Chamber of Commerce for relocation packets and member businesses; Bainbridge Downtown Association for visitors to downtown Winslow and City of Bainbridge offices including the VKP map distribution to over 50 visitor outlets including county city and regional visitor centers and Washington State Ferries
- Fulfillment of GO WA brochures and mailings to prospective out of state visitors
- Promote over 100 Bainbridge Island events on social media and visitkitsap events calendar including, content, description, dates and photo files including farmers market, Kitap Peninsula Water Trails access and water sports, BIMA Art Exhibitions, Wine Alliance events, National Park interpretive Japanese Exclusion Memorial, Bainbridge Island Historical museum tours, Bainbridge Island featured musical entertainment, Fay Bainbridge Park events, Bloedel Reserve tours, holiday events, off-season marketing, Wine on the Rock, Mochi Tsuki and more
- Provide complimentary promotional programs for Bainbridge Island businesses including the VKP map distribution in Certified Folder Create Passport to Bainbridge-a Bainbridge Island specific program featuring businesses, museums gardens cultural and historic attractions and accompanying reports on download

Tab 2 - Data by Measure - Sample

Sample North America - Standard

Job Number: 12345 Staff: MB Created: October 04, 2017

Occupancy (%)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2012	63.5	74.4	86.6	84.3	83.0	88.7	82.1	82.3	81.7	86.7	71.4	62.9	79.0	80.7
2013	66.4	80.2	83.7	85.4	84.5	89.4	82.4	85.5	79.5	83.9	73.1	55.7	78.7	82.2
2014	68.9	81.0	91.1	87.1	85.8	89.8	84.0	85.0	84.7	90.3	72.6	61.7	81.8	84.1
2015	66.6	76.9	85.9	86.2	84.9	87.5	84.5	84.5	83.5	91.0	72.9	59.3	80.4	82.3
2016	67.0	81.8	87.3	91.0	88.3	89.6	86.2	86.2	88.4	91.1	78.1	61.2	83.0	84.6
2017	65.9	83.3	89.5	87.9	87.3	89.0	83.8	85.6						84.0
Avg	66.5	79.8	87.5	87.2	85.8	89.0	84.0	84.9	83.7	88.7	73.8	60.1	80.7	83.1

ADR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2012	122.09	133.18	139.87	142.04	143.82	158.33	130.78	132.09	143.46	159.00	140.03	129.62	140.38	138.53
2013	131.34	143.48	153.23	158.51	162.54	178.08	148.18	157.16	169.99	176.18	164.31	152.51	159.24	154.99
2014	151.28	169.63	188.47	188.74	186.31	204.93	173.90	179.71	195.53	204.02	189.37	172.41	184.78	181.43
2015	171.78	191.87	208.27	207.40	209.96	225.10	196.68	192.00	212.96	225.67	204.15	173.25	203.26	201.53
2016	178.60	192.72	213.25	228.39	224.34	242.06	209.12	201.58	224.66	240.48	211.79	182.91	214.33	212.61
2017	183.05	204.19	223.96	227.45	235.93	246.85	206.72	218.57						219.84
Avg	159.29	176.32	192.09	196.84	198.22	212.93	181.40	183.70	192.83	204.33	184.81	163.87	183.89	188.74

RevPAR (\$)														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2012	77.57	99.15	121.10	119.77	119.32	140.42	107.39	108.72	117.26	137.88	99.99	81.48	110.90	111.79
2013	87.17	115.05	128.32	135.38	137.37	159.26	122.17	134.37	135.16	147.76	120.17	85.00	125.25	127.37
2014	104.19	137.40	171.60	164.44	159.86	184.08	146.01	152.68	165.56	184.27	137.49	106.44	151.10	152.54
2015	114.48	147.53	178.95	178.84	178.30	197.01	166.29	162.26	177.82	205.29	148.83	102.69	163.37	165.79
2016	119.63	157.70	186.09	207.83	198.02	216.87	180.21	173.85	198.55	219.10	165.42	111.96	177.85	179.94
2017	120.62	170.03	200.47	199.94	205.91	219.58	173.14	187.06						184.72
Avg	105.92	140.71	168.07	171.65	170.07	189.47	152.32	156.02	161.43	181.32	136.30	98.42	148.41	156.87

Supply														
	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	Aug YTD
2012	122,543	110,684	122,543	118,590	126,232	122,100	126,170	126,170	122,100	126,170	122,100	126,170	1,471,572	975,032
2013	126,170	113,960	126,170	122,100	126,170	122,100	126,170	126,170	146,100	156,922	151,860	156,922	1,600,814	989,010
2014	156,922	141,736	156,922	151,860	156,922	151,860	156,922	156,922	151,860	160,828	155,640	160,828	1,859,222	1,230,066
2015	160,828	152,124	168,423	162,990	168,423	162,990	168,423	168,423	162,990	168,423	162,990	168,423	1,975,450	1,312,624
								75	159,750	165,075	159,750	165,075	1,959,393	1,309,743

B. BUDGET and LTAC Request: \$50,000

Secured Funding: Washington Tourism Alliance; Kitsap County

Anticipated Funding: ARP relief funding; Tourism Marketing Grant from Port of Seattle

1. VKP collateral featuring BI businesses content creation, listings, editing and distribution- (administrative services expenses)
2. Website and social media administration featuring all Bainbridge Island food, retail, beverage parks, recreation, lodging and attractions- (administrative services expenses)
3. Digital Passport to Bainbridge Island-(program and administrative services implementation and reports expenses)
4. Hotel occupancy reports-(program and administrative services, implementation and reports expenses)
5. Short-term rental occupancy reports-(program and administrative services, implementation and reports expenses)
6. Monthly data, visitors, demographics and spending -(program and administrative services implementation and reports expenses)
7. Advertising campaign package featuring select Bainbridge Island seasonal campaigns with accompanying reports and measurements for hotel bookings and attendance (program and administrative services implementation and reports expenses)
8. Media monthly reports-(program and administrative services implementation and reports expenses)

Project implementation/Variables: Metrics and specific reporting are made possible by BI LTAC funding. Without LTAC funding reporting options will be significantly diminished. Previously these programs have not been available due to funding restrictions, however with BI LTAC funding VKP can work with the City and other partners to precisely target, convert lodging, visitation and report on out-of state and out of market visitor demand for tourism from over 50 miles and in preferred seasons.

If funding is not available to cover the administrative, program and reports the project scope and budget would be adjusted to include items that the committee feels are most valuable to assessing success, measurement, and conversions to lodging stays and lodging tax.

C. SCHEDULE, REPORTING, TIMELINE AND MILESTONES (included in budget item requests) :

1. Monthly report featuring media mentions, audience and publicity value
2. Monthly report featuring hotel occupancy
3. Monthly report featuring short-term rental occupancy
4. Monthly report featuring visitors and to Bainbridge Island over 50 miles
5. Monthly report featuring Bainbridge Island (BI) interest on Visitkitsap.com
6. Monthly report featuring media file and statistics of audience and publicity value

Oct-14 Nov-14 Dec-14 Jan-15 Feb-15

145907 - Kitsap County - WA - ZC**Total Available Listings**

Entire Place	72	82	87	93	85
Private Room	23	21	25	25	25
Shared Room	0	0	0	0	0

Booked Listings

Entire Place	41	43	42	43	48
Private Room	14	13	9	10	15
Shared Room	0	0	0	0	0

Room Nights - Entire Place

Total Available	1,827	1,777	1,924	1,749	1,722
Booked	633	561	732	531	545

Room Nights - Hotel Comparable

Total Available	632	541	629	692	718
Booked	270	186	220	208	241

Listing Nights - Entire Place

Available	999	977	1,082	1,132	1,133
Booked	391	329	390	341	372

Occupancy

Entire Place	39.1%	33.7%	36.0%	30.1%	32.8%
Hotel Comparable	42.7%	34.4%	35.0%	30.1%	33.6%

ADR

Entire Place	\$148.25	\$148.24	\$187.26	\$148.56	\$179.70
Hotel Comparable	\$108.54	\$99.71	\$108.18	\$108.09	\$117.51

RevPAR

Entire Place	\$58.02	\$49.92	\$67.50	\$44.75	\$59.0
Hotel Comparable	\$46.37	\$34.28	\$37.84	\$32.49	\$39.44

2. Brief Narrative

- a. Expected Impact: 1,000+ room nights booked utilizing targeted zip codes from outside 50 miles in Markets may include Oregon, California, Idaho, Montana, Arizona, Utah and Texas; adding web tracker to Visitkitsap website to track mobile advertising click-throughs and reports from visitkitsap.com booking engine to track hotel bookings.* Bookings in 2020 were altered by COVID both positively and negatively with the highest and busiest pre-pandemic bookings in the summer since 2019.
- b. Increase and definitive reporting of at least 25% to 500,000+ visitors if COVID is mitigated and protocols are not a factor; reports will include visitors, metro areas, demographic, points of interest. (POIS) length of stay on BI and spending.*
- c. Digital passport and mobile marketing campaigns will have an economic impact of millions of dollars to the local economy. VKP can track visitors, specific digital campaigns, converting bookings and average spend.*
- d. Washington State projects Kitsap County as #8 in the state in visitor spending and state and local tax collection, VKP proprietary data indicates Bainbridge Island in the top 5 of traveled markets to Kitsap Peninsula and #2 WA Ferries visitors behind Kingston/Edmonds.
- e. The flexibility of digital marketing including mobile ID and social media allows VKP to create campaigns that target off-season visitors with relative ease and track their web site visits, bookings and average spend.*
- f. Visit Kitsap will coordinate and provide data for other organizations like BI, Wine Alliance, Bainbridge Hospitality and more to target markets for best use of LTAC funds and provide booking links for events interested in outreach to out of market visitors. *See also "h"*
- g. Geofencing, heatmapping and polygons, OTT advertising, streaming, media tracking on social radio broadcast digital and radio as well as mobile advertising are relatively new innovative programs used by larger cities and DMOs to target "lookalike" audiences who have previously traveled based on their geo-location, demographics and points of interest (POIS). These programs help VKP utilize the investment of BI lodging tax funds more effectively.
- h. As previously mentioned, VKP can target visitors to BI who have attended a previous event, say Wine on the Rock or Paddle Bainbridge. We can re-target those visitors from zip codes and metro areas with mobile id ads, affinity publications, or social media and track the click through rate to our web site or set -up a link to the Wine Alliance web site and track the bookings or they can track the referrals from VKP web site.
- i. N/A
- j. Reporting is available on **ALL** included in our BI Lodging Tax request. VKP metrics, data, reports and conversions for 2022 including hotel bookings, short-term rental occupancy, attendance, spending, demographics and media audiences.
- k. VKP has received funds to launch pilot programs in the 3rd and 4th quarters of 2021. We anticipate success with in-kind and grant support that helped make these pilot programs possible and want to continue their implementation for BI in 2022 with LTAC funding.
- l. VKP can effectively encourage longer length of stays and combine messaging with alternative forms of transit, walking and cycling when traveling throughout BI, promoting BI on-demand ridership and Kitsap Transit, partner with BI Tours are effective means to reducing carbon emissions.

KITSAP BITES BREWS & POURS



Stay Tuned
For More Information

VISIT KITSAP PENINSULA
Profit & Loss
 January through December 2020

	Jan - Dec 20
Ordinary Income/Expense	
Income	
Direct Public Support	
Corporate Contributions	2,000.00
Total Direct Public Support	2,000.00
Primary Income	
Bremerton	3,333.33
City of Bainbridge Island	12,000.00
City of Gig Harbor	2,500.00
City of Port Orchard	17,909.83
City of Poulsbo	28,925.08
Kitsap County	375,833.26
Kitsap Public Facilities Dist	24,000.00
Primary Income - Other	5,000.00
Total Primary Income	469,501.50
Secondary Income	
Full Circle Program	10,150.00
Total Secondary Income	10,150.00
Total Income	481,651.50
Gross Profit	481,651.50
Expense	
Bank Svc Chg/Interest Exp	
Service Charge	102.83
Total Bank Svc Chg/Interest Exp	102.83
Community Sponsorship	
Full Circle Reimbursements	43,535.00
Community Sponsorship - Other	2,831.23
Total Community Sponsorship	46,366.23
Conference,convention, meetings	
Meetings	752.94
Trade Shows	2,974.00
Conference,convention, meetings - Other	500.00
Total Conference,convention, meetings	4,226.94
Donation	684.00
Dues/Subscriptions	3,629.63

VISIT KITSAP PENINSULA
Profit & Loss
 January through December 2020

	Jan - Dec 20
Equipment	
Office Furniture	877.00
Postage Meter	2,606.35
Total Equipment	3,483.35
Insurance	
Insurance - Liability, D and O	878.99
Insurance Commercial	797.69
Total Insurance	1,676.68
Licenses and Permits	11.28
Marketing	
Advertising	50,589.63
Broadcast Media	2,300.00
Co-Op Marketing	6,200.00
Production	81,216.02
Promotion	2,106.97
Public/Press Relations	648.03
Radio	15,650.00
Social Media	1,002.00
VKP Visitor Website	29,636.99
Marketing - Other	300.00
Total Marketing	189,649.64
Meals and Entertainment	1,581.10
Office/Supplies	
Office Improvements	0.00
Office Supplies	2,307.73
Printing and Copying	233.70
Software	1,329.15
Office/Supplies - Other	1,119.36
Total Office/Supplies	4,989.94
Payroll Expenses	
Admin Staff	46,062.50
direct deposit fee	90.72
Exec Dir	122,692.27
Federal Unemployment	84.00
L&I	521.69
Medicare	2,490.45
Social Security	10,648.80
WA Unemployment	128.40
Payroll Expenses - Other	3,209.36
Total Payroll Expenses	185,928.19

VISIT KITSAP PENINSULA
Profit & Loss
January through December 2020

	<u>Jan - Dec 20</u>
Postage and Delivery	94.52
Professional Fees	
Accounting	4,550.00
Photography	200.00
Web Site Development	293.47
	<hr/>
Total Professional Fees	5,043.47
Rent	19,000.00
Taxes/Payroll	
Dept L&I	0.18
PFML Expense	435.09
	<hr/>
Total Taxes/Payroll	435.27
Telephone	
Local/LD/Fax/800	545.03
Mobile	1,835.76
Telephone - Other	2,931.33
	<hr/>
Total Telephone	5,312.12
Travel	
Ferry	13.55
Lodging	474.29
Meals	61.46
	<hr/>
Total Travel	549.30
	<hr/>
Total Expense	472,764.49
	<hr/>
Net Ordinary Income	8,887.01
	<hr/>
Net Income	<u><u>8,887.01</u></u>

VISIT KITSAP PENINSULA
Profit & Loss
 January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income	
Primary Income	
City of Bainbridge Island	5,500.00
City of Port Orchard	14,833.28
City of Poulsbo	12,149.97
Kitsap County	78,666.73
Kitsap Public Facilities Dist	16,000.00
Primary Income - Other	59,333.32
Total Primary Income	186,483.30
Secondary Income	
Corporate Funding	20,000.00
Full Circle Program	21,993.00
Grant/Partnership Funds	54,444.45
Total Secondary Income	96,437.45
Total Income	282,920.75
Gross Profit	282,920.75
Expense	
Bank Svc Chg/Interest Exp	
Service Charge	47.60
Total Bank Svc Chg/Interest Exp	47.60
Community Sponsorship	
Full Circle Reimbursements	1,275.00
Community Sponsorship - Other	2,395.00
Total Community Sponsorship	3,670.00
Conference, convention, meetings	
Meetings	-275.14
Total Conference, convention, meetings	-275.14
Donation	325.00
Dues/Subscriptions	3,027.21
Equipment	
Copier	927.00
Postage Meter	2,281.66
Total Equipment	3,208.66

VISIT KITSAP PENINSULA
Profit & Loss
 January through December 2021

	Jan - Dec 21
Insurance	
Insurance - Travel	21.88
Insurance Commercial	1,543.00
Total Insurance	1,564.88
Licenses and Permits	10.00
Marketing	
Advertising	29,275.19
Co-Op Marketing	3,450.00
Editorial Support	125.00
Production	53,991.53
Promotion	12,350.76
Public/Press Relations	7,126.74
Research	3,352.00
Social Media	20,686.00
VKP Visitor Website	5,516.92
Marketing - Other	24.57
Total Marketing	135,898.71
Meals and Entertainment	1,437.28
Office/Supplies	
Office Supplies	2,714.53
Printing and Copying	180.51
Software	792.18
Office/Supplies - Other	770.68
Total Office/Supplies	4,457.90
Payroll Expenses	
direct deposit fee	32.47
Exec Dir	68,479.11
Federal Unemployment	84.00
Health Coverage Allowance	10,834.04
L&I	88.43
Medicare	1,322.82
Social Security	5,656.20
WA Unemployment	159.91
Payroll Expenses - Other	16,138.32
Total Payroll Expenses	102,795.30
Postage and Delivery	520.72
Professional Fees	
Accounting	4,555.00
Total Professional Fees	4,555.00
Rent	9,300.00

3:21 PM

09/18/21

Cash Basis

VISIT KITSAP PENINSULA
Profit & Loss
January through December 2021

	<u>Jan - Dec 21</u>
Taxes/Payroll	
Dept L&I	94.85
Emp Sec	45.50
PFML Expense	231.10
Total Taxes/Payroll	<u>371.45</u>
Telephone	
Local/LD/Fax/800	380.34
Mobile	1,053.32
Telephone - Other	1,742.97
Total Telephone	<u>3,176.63</u>
Travel	
Ferry	2.00
Fuel	31.00
Lodging	1,000.00
Meals	29.55
parking	162.30
Transportation	453.78
Total Travel	<u>1,678.63</u>
Utilities	<u>19.00</u>
Total Expense	<u>275,788.83</u>
Net Ordinary Income	<u>7,131.92</u>
Net Income	<u><u>7,131.92</u></u>