

b a i n b r i d g e arts & crafts

REPORT ON EXECUTION OF SERVICES

Bainbridge Arts & Crafts 2020 LTAC Grant

- Summarize the activities undertaken in providing the scope of work.

In 2020, Bainbridge Arts & Crafts was awarded \$5,000 to purchase advertising to promote BAC as well as Bainbridge Island Tourism. With the LTAC grant, BAC advertised 12 different exhibitions to Bainbridge residents, commuters, and visitors.

Prior Executive Director Steve Tremble had every intention to advertise via ferry video display screens when he applied for and received the 2020 grant. His last purchase of Ferry advertising came in December of 2019, so this was covered by the 2019 grant. With the advent of the Covid -19 Pandemic, spending on advertising was sharply curtailed in the interest of public safety.

Art Access is a free publication that reaches thousands throughout the state and monthly exhibition and program announcements are mailed to thousands both in state and out. We began advertising here again late in 2020.

- Reference the specific measurable results specified in Attachment A. Were they achieved? If not, what challenges prevented the achievement of the anticipated results?

BAC measures the effectiveness of our advertising in a variety of ways: attendance, sales, number of items shipped to out-of-state residents, and anecdotal reports. In 2019, we had over 35,000 visitors to our exhibitions. In 2020, this number was greatly reduced due to the impact of the Covid-19 Pandemic. Gallery visitors totaled 2350 from January 2-March 17, 2020. The Gallery was closed to the public from March 18-July 3. From July 3- December 31, 2020, in person visitors totaled 4926, making the yearly total number 7276.

- Describe involvement of any partners specified in Attachment A, as well as any unexpected cooperative relationships that developed through implementation of the project.

BAC had no partners in this project.

- Reference the project budget specified in the Attachment A. Provide an analysis of actual expenses and income in relation to the projected budget.

LTAC grant amount \$5,000. Expenses invoiced to LTAC:

(Off Island USPS postage purchases from 1/27 until 2/14	\$302.40, invoiced, reimbursed 5/5/2020)
Art Access	\$212.00
Off Island USPS Postage from 2/14 until 12/18/2020	\$407.30
Sound Publishing (North Kitsap Herald, B I Review)	\$2431.82
Sound Reprographics postcard printing, Feb- Nov, 2020	
Total cost \$1309.56 x 36% for off Island mailings	\$471.44

Total to be reimbursed for this invoice **\$3,522.56**

- Describe the methodologies used to arrive at the good faith estimate of actual attendance numbers described above.

To measure success of our off-island advertising programs, Bainbridge Arts & Crafts keeps a daily count of those who visit exhibitions and related events. BAC also tracks exhibition sales and number of items shipped off-island. To estimate 2019 overnight stays that occurred as a result of our advertising program, we collected anecdotal information and also reviewed the calendar year of exhibitions and events to arrive at a best-guess, good-faith estimate of the number of artists and their friends and families who traveled from elsewhere to Bainbridge specifically for these exhibitions and events and subsequently stayed overnight. With Covid shutdowns, a severely negative impact to these numbers took place in 2020.