



# BAINBRIDGE ISLAND MUSEUM OF ART

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TO: Roz Lassoff and Morgan Smith

FROM: Peter Raffa, Development Director

DATE: January 11, 2018

RE: JLARC Municipality Reporting-Bainbridge Island Museum of Art, 2017 Exhibitions

## Execution of Services Report

It is with great pleasure that I have the opportunity to share with you that the Bainbridge Island Museum of Art welcomed **101,082** people through our doors in 2017. By far our largest number of visitors to date within one year. I **know that the City of Bainbridge Island shares in our excitement and success and we are so grateful for your continued support of our exhibitions.**

**Activities:** We were able to successfully install solo exhibitions which included a Robert McCauley retrospective, Nadine Kariya jewelry exhibition, and group exhibitions. In addition to the exhibitions, we succeeded in becoming a lively arts and cultural center, which helps the community by enhancing the city's livability, as well as increasing tourism. Our board believes that a healthy and balanced community requires everyone to have access to the arts and experience diverse cultural activities to enrich all of our lives. We expanded this concept in 2017 by hosting our first Within/Earshot Jazz series-a month long exploration of Jazz in partnership with Earshot Jazz Festival. This Jazz festival included four live concerts, three films and lectures, the history of jazz, and two special events-one of which featured the Bainbridge Island High School Jazz band.

Each exhibition rotation, fall through summer, includes a Friday evening private opening for members, exhibiting artists, their collectors and other VIP's. We also do a Saturday public reception. Over 400 people attended the past few VIP & Member opening events, including many who were from out of town staying in local hotels.

**Objectives:** One main objective was to drive tourism to Bainbridge Island.

**Measurable Results:** While we do not have a dollar figure to quantify the economic impact visitors have on Bainbridge Island, we do know that a significant number of visitors in the summer take the ferry specifically to visit BIMA and then ask where to go to dine and shop after their visit here. Our docents are recommending places all over town. Thanks to your support and that of others who help us in marketing BIMA, BIMA remains one of the top sights to visit on Bainbridge Island. From the comments the docent hear and those written in our guest books, we can safely say that our marketing efforts are working to bring visitors to Bainbridge Island specifically to see our exhibitions and then will venture down the street to explore the island, shop and dine.

**Partnerships:** I am happy to report that our partnership with the Ames Family Foundation has grown stronger over the years as they are focused on one of our core values-Diversity. Diversity is also important to the Ames family and we are grateful to have their support of our Diversity Series. I can tell you that I have worked with and associated with various art museums prior to my position here at BIMA and I have never seen a more diverse group of visitors and school children visiting an art museum like we have here at BIMA. A large reason for this is due to our exhibitions where people can visit and actually see themselves on the walls, participate in our events and festivals, etc. Our outreach to all parts of Kitsap County and at risk schools in Seattle have all played a part in bringing diverse audiences to BIMA and Bainbridge Island itself. We are also continuing our partnership with the Suquamish Tribe, US Bank, Mendocino Foundation.

Our project partners included curators, regional artistic and educational organizations and the local media. A major media partner is Art Guide magazine, with a distribution of 70,000 copies in Western Washington and Portland, Oregon. The Art Blog on the Guide's website updates Museum listings and exhibitions. We have been active in both the BI Chamber and BIDA as well as the Seattle Tourism group including the downtown Seattle concierge association.

Our dedicated volunteers are also major partners: The Art Acquisition and Exhibitions Committee (A&E) of BIMA is an active volunteer partner group, helping to review and plan exhibitions, select specific art works for the

permanent art collection. Twelve committee members meet quarterly and assist with the research needed to support diverse and compelling artistic programs.

The Education Committee is another leading partner. Led by BIMA education director Kristin Tollefson and comprised of 15 community volunteers on various subgroups, this committee plans diverse educational programs, including field trips, hands-on art activities and artist lectures to attract both local residents and visitors.

The Marketing Committee, another group of 15 dedicated volunteers, has already demonstrated great success with the attendance at the Museum over the last four years.

Thanks to the increase visibility of our 2017 exhibitions, new partnerships have taken shape with the Olympic College, Museum of Northwest Art in LaConner, Laird Norton, KCTS, Earshot Jazz Festival, and the Tulalip Tribes. These relationships may have not happened without the support of our exhibitions and the positive media exposure BIMA received in 2017.

**Budget:** See attached, actual vs. budgeted.

**Travelers:** According to our Guest log books, we know that we had visitors from 46 states and the District of Columbia, Visitors from over 33 countries as far as Australia and Zanzibar as well as all over Washington State. We remain ranked number two attraction on Bainbridge Island according to Trip Advisor but maintain more visitors. We are grateful to be voted by Travel + Leisure Magazine's list of America's Best Small Town Museums! This objective has been achieved.

While we do not keep records of visitors who are here overnight, we can safely assume that many of our traveling visitors are staying on Bainbridge from various comments made in our guest books. We also know that weddings held at BIMA, many of these people also are staying in island hotels as well. BIMA does host various artists in island hotels during workshops, exhibitions, festivals and events-Approximately 60 room nights per year. We have also partnered with the Best Western hotel as a partner and they provide some free rooms and others at a discounted rate.

