



**CITY OF BAINBRIDGE ISLAND**

**Final Report on Execution of Services  
December 6, 2017**

**2017 LODGING TAX / TOURISM FUND (CIVIC IMPROVEMENT FUND)**

**COVER SHEET**

Project Name:

**BAINBRIDGE ISLAND DOWNTOWN ASSOCIATION MULTI-MEDIA DESTINATION MARKETING CAMPAIGN**

Name of Applicant Organization: **BAINBRIDGE ISLAND DOWNTOWN ASSOCIATION (BIDA)**

Applicant Organization IRS Chapter 501(c) (3) or 501(c) (6) status and Tax ID Number:  
**BIDA is a 501 c3 Tax ID# 91-1390519**

Date of Incorporation as a Washington State Corporation and UBI Number:  
**1998 UBI # 601 389 111**

Primary Contact: **Jerri Lane, BIDA Executive Director**

Mailing Address: **120 Madrone Lane N., Suite 203 Bainbridge Island, WA 98110**

Email(s): [jerri@bainbridgedowntown.org](mailto:jerri@bainbridgedowntown.org)

Day phone: **#206-842-2982** Cell phone: **#206-331-1984**

Number of pages in final report: 2 plus cover sheet

*Please mark all that apply and how much was spent in each category:*

| <input type="checkbox"/>            | <b>Funding Category</b>   | <b>Dollar Amount</b> |
|-------------------------------------|---|----------------------|
| <input checked="" type="checkbox"/> | Advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourists | <b>\$ 51,461</b>     |
| <input checked="" type="checkbox"/> | Developing strategies to expand tourism   |                      |
| <input checked="" type="checkbox"/> | Marketing and Operations of special festivals or events   | <b>\$ 72,259</b>     |
|                                     | Total   | <b>\$123,720</b>     |

Summary of activities undertaken in providing the work described in Attachment A.

BIDA delivered a comprehensive, multi-media destination marketing campaign focused on maximizing our reach to overnight visitors from 50 miles or more away, with emphasis on the shoulder season. We used co-op opportunities with our key partners at Visit Seattle, Bainbridge Island Chamber of Commerce, Rotary, City of Bainbridge Island, BI Parks and Bainbridge Island Lodging Association.

BIDA committed a percentage of 2017 LTAC dollars to producing and distributing 170,000 copies of the Walkabout Guide, Bainbridge Island's most popular and effective marketing brochure. The Walkabout Guide is distributed to 270 visitor locations throughout the year. The brochure is also available in digital format. Other strategic activities included partnering with the Bainbridge Island Chamber of Commerce in hiring a part time Director of Visitor Development to specifically bring tourism to the island during the off-peak periods of November through April.

Key performance indicators: Accommodation and food services and retail trade sales tax collections consistently are in the top five. Combined with Construction, Information and Other Services, the top five account for about 80% of the total sales tax revenue received by the City of Bainbridge Island. All of the top five are significantly up over 2016. Retail outstripped Construction, and is the number 1 sales tax contributor YTD through 6/30/2017.

- Tourist Traffic: Washington State Ferry statistics reveal that ferry ridership surged to the highest level in a decade in 2017, and that the Bainbridge route carried 26% of the total ridership. Statistics through Q3 2017 show an 80,000 increase in total ferry traffic on the Seattle/Bainbridge route.
- Methodology used to arrive at actual attendance numbers include: COBI lodging tax collection reports, Washington State Ferry ridership reports, Bainbridge Island Chamber of Commerce counts and occupancy and RevPar reports from local hotels including increase in sales and lodging tax collections.
- Seattle tourism metrics: Seattle had a banner tourism year across all segments, and Bainbridge Island profits greatly from that success. Seattle posted record hotel occupancy of nearly 80% and the expansion of the Washington State Convention Center and additional hotel supply will be vital to the future success of Bainbridge Island accommodations, attractions, restaurants, festivals and retail trade. Effective partnership with Visit Seattle and the Hotel Concierge teams is vital to our growth. Exit interviews indicate a large number of our visitors are referrals from the Seattle Hotel Concierges.
- New international air service will strengthen inbound activity – and international visitors traditionally stay longer and spend more. Delta Airlines has also designated Seattle as a hub, which will increase international visitors. These visitors are also seeking the unique experiences that Bainbridge Island can offer. Effective advertising and promotion illustrating the opportunity to escape the city and relax in a walkable, historic Main Street featuring locally owned, independent merchants has been very successful.

We believe we have met and exceeded the key performance metrics and deeply appreciate having the opportunity to partner with the City of Bainbridge Island in investing the LTAC funding. We look forward to future successes as we work through new projects on deck for 2017, including Wayfinding, expanding our tourism outreach during off peak periods and continuing to participate in the Town Square Revitalization project.

Projects successfully completed include:

- 170,000 Walkabout Guides distributed to 270 visitor locations throughout the year.
- Memberships in Visit Seattle (complimentary this year); Washington Tourism Alliance.
- Produced the July 3 Street Dance which had record attendance estimated at 15,000 from locals and visitors alike. Island Accommodations were sold out during the extended period of the Rotary Auction, July 3 Street Dance and July 4 festivities. 2017 represents the second year of the marketing partnership among COBI, Rotary, Bainbridge Island Chamber and the Bainbridge Island Downtown Association.
- Produced Trick or Treat Downtown which drew a record number of 4,500 families – both local and visitors. BIDA partnered with COBI for the second time in 2017.
- Produced a six-week program of Holiday promotional events, including the Tree Lighting program and ceremony, Downtown Open House, Small Business Saturday, Winter Wonderland Shopping event and partnering with COBI, BI Chamber, BI Parks to host the second Winter Wonderland Event.