

**CITY OF BAINBRIDGE ISLAND
2017 LODGING/TOURISM FUND PROPOSAL COVER SHEET**

Project Name: Ferry Advertising Package, Bainbridge Arts & Crafts

Name of Applicant Organization: Bainbridge Arts & Crafts

Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) status and Tax ID Number:
501(c)(3)
EIN 910714664

Date of Incorporation as a Washington State Corporation and UBI Number:
Date of Incorporation: 5/25/1954
UBI Number: 189 002 392

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Please indicate the type of project described in your proposal:

v	Project Type
X	Tourism marketing
	Marketing and operations of special events and festivals designed to attract tourists
	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
	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:

LODGING/TOURISM FUND APPLICATION

Applicant Information

Please respond to each of these questions in the order listed. If the proposal includes multiple partners, please include the requested information for each organization.

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.

Alternate question for event or facility funding:

Describe the event or facility proposed including its purpose, history, and budget. Include past attendance history if applicable, and estimate the number of tourists drawn to the event or facility/year. Please estimate total attendance and number of tourists estimated to attend for 2017. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2017?

Mission: Founded in 1948, Bainbridge Arts & Crafts (BAC), a nonprofit visual arts organization, encourages the creation and appreciation of fine contemporary art and craft by exhibiting and selling the work of Northwest artists, and by offering art education to a county-wide audience of all ages. Exhibiting the work of artists at all stage of their careers advances artists' creative achievement and makes their work accessible to a broad audience that includes locals and tourists. Our educational outreach programs make hands-on visual art experiences available to people of all ages, abilities, and means.

History: Bainbridge Arts & Crafts was founded in 1948 by a group of local artists who wanted to learn about art, see more art locals and Northwest luminaries, and even sell art. The first meet-up in a local home gave way to larger gatherings in churches and public halls. By 1953, Bainbridge Arts & Crafts was settled in its first professional home inside what was known as "The Old Review Building" near the current ferry terminal drive. The space buzzed with regular classes led by local artists and Seattle luminaries alike. No topic or medium was too sophisticated, or too humble, to explore, whether it was painting, life drawing, or sculpting in dough. Education and artist exposure were concurrent goals for the organization and its members. Bainbridge Arts & Crafts formally incorporated as a nonprofit in 1958 to further its mission of supporting Northwest artists and providing art education to the community.

In 2016, Bainbridge Arts & Crafts continues the work of its founders by offering exhibitions and art education programs for the public. We provide a sales venue for local and regional artists so that we may contribute to their livelihood, we complement arts education in local schools, we put art to work in the human services arena, and we partner with other community organizations across disciplines to broaden our reach and strengthen our ties. All of our activities underscore the richness of Bainbridge Island as a thriving arts community and, equally importantly, as a thriving arts destination.

Areas of Expertise: As a nonprofit art gallery and education center, Bainbridge Arts & Crafts' areas of expertise and public impact are multi-pronged. By showing and selling fine works of contemporary art and craft, we bring to light new art by Northwest artists, which engages the public and nurtures the livelihoods of artists at all stages of their careers, all year long. We exhibit the work of 260 local and Washington State artists through our front-of-house "retail gallery" and through a rotating special exhibition program that spotlights a subset of artists, mediums, and/or special themes. We install new special exhibitions once per month without fail. In 2015-16 we installed 22 special exhibitions featuring work by 184 artists working in an array of mediums.

BAC's storefront, special exhibition program, and year-round educational activities draw visitors from all over the country and the world; last year we welcomed 34,150 visitors to the gallery and shipped works of art to 37 states as

well as to Canada and Australia. Our First Friday artist's receptions are typically full to bursting, consistently welcoming 200-300 visitors per event.

At the same time, by providing free and low-cost visual art education programming, we bring the joy of making and learning about art to people of all abilities and means. Of particular significance to our tourism efforts are our "First Saturday" artists talks and demos, which get the public in front of artists at work, offering intimate insights into the processes that go into a final artwork. Last year we offered 17 free Saturday events with a total of 515 attendees. We encourage a casual, drop-in environment that helps break down barriers between artists and the public. Of particular note: for the past two years in January, we have expanded our Saturday demo series to every Saturday of the month. This strategy has proved immensely effective in drawing visitors during the off season.

Experience in tourism promotion:

Art is a big tourist draw, and Bainbridge Island has developed an increasingly fine reputation as an arts destination. Visitors to Bainbridge Island frequently wish to take home their own physical memento of the Northwest, one that tells a story of the region and of their visit. When tourists walk through our gallery, their questions, comments, and target acquisitions revolve around *local* and *special*. "Was this made by a local artist?" or, "Do you have any paintings of ferries? We took a ferry over here on a whim, and it was the best," or, "I'm looking for a piece of Northwest glass to take home to my relatives." Visitors have a desire to own a work of art that is local, that is representative of our beautiful region, and that is hand-made, one-of-a-kind, and of outstanding quality. Serving this need is Bainbridge Arts & Crafts' specialty, and in doing so, we fill an important niche in Bainbridge Island's visual art scene.

To connect with visitors, we start by telling them our story. Founded in 1948, BAC was the first nonprofit arts organization on Bainbridge Island, and since our inception, we have consistently nurtured the development and livelihood of artists at every stage of their careers by publicizing, showing, and selling their work. Equally importantly, we provide vital arts programming for schools, grants for local art teachers, college scholarships, art classes in retirement centers and medical facilities.

We also tell visitors the stories of our artists. We represent 260 artists working in a wide range of mediums. We know these artists, we know where they come from, and we are able to articulate to visitors what makes their work special. What's more, we're able to make visitors feel wonderful about their purchase because they know that the proceeds are going to support visual art education and outreach in the local community. Visitors tell us that they like knowing their purchase is having a positive impact on the community that they are visiting.

In addition to our direct customer interactions, Bainbridge Arts & Crafts has a robust year-round marketing plan that promotes our exhibitions and offerings. We mail a monthly exhibition postcard to 1500 members and patrons per month. We have a fresh, up-to-date, easy-to-navigate website. We have a lively social media presence with more than 1000 followers as of the time of this submission. We post our events and exhibitions in community calendars throughout the region including our local publications and *The Stranger's Arts & Performance Quarterly*. We place printed display advertisements in local publications including *The Bainbridge Review*, *The Kitsap Sun*, *Bainbridge Island Magazine*, and *Currents* as well as the regional publications *Art Access* and *Art Guide Northwest*. We also place monthly ads on the Washington State Ferry video screens.

It is the Washington State Ferry advertising for which we seek **\$3,000** in support from the LTAC this year. Ferry ads are seen by thousands of visitors each year, and through this outlet, we can reach a significant number of tourists and visitors which, in turn, helps promote our island as a rich cultural destination.

Demonstrated ability to complete the project:

BAC has successfully completed every project made possible in part or in full through grant funds received from the LTAC.

2. If appropriate, please identify the project partner(s) and briefly describe the involvement of each. Please note that the maximum award of \$100,000 will apply to any single project, even if proposed by a team of partners.

While Bainbridge Arts & Crafts is not partnering with one particular organization in our request for LTAC funds this year, it's important to note that in carrying out our exhibitions, education programs, and outreach efforts, we partner with many different businesses and organizations all year, every year. Partnerships this year include but are not limited to:

The Bainbridge Island Park District. In April 2016, under the Earth Art Bainbridge umbrella, we partnered with BIMPRD to hold an Earth Day themed assemblage workshop with artist Steve Parmelee, whose work was featured in special exhibitions that month both at Bainbridge Arts & Crafts and at Bainbridge Island Museum of Art.

The Bainbridge Island School District and local private schools. Bainbridge Arts & Crafts supports visual art education in Bainbridge Island schools by providing annual grants to art teachers, scholarships and prizes to students, and by exhibiting artwork by K-12 students each May. Our annual student shows draw not just local families but also grandparents and the first wave of seasonal tourists. These shows generate an incredible amount of enthusiasm among visitors, who are amazed at the high caliber of student work produced on Bainbridge Island.

Two of our favorite stories from last May's student shows both involved visitors from off-island. In one case, an off-island visitor saw offered to buy a student's ceramic fish sculptures for \$800, on the spot. In another instance, a representative from a national textbook company saw a student's photograph on our wall. Five months later, the textbook is on the verge of being published, with the student's photograph on the cover. Our annual student shows give an important boost to young exhibiting artists, *and* paint our island's schools and art programs in a tremendously positive light.

Art-centered businesses including Winslow Art Center, Artists' Edge, Sketch Seattle, M. Graham Paint Company, and Golden Artist Colors, all of whom we collaborated with to stage a highly successful weekend plein air festival, Paint Out Winslow, in August 2016. We regularly refer customers and artists to these businesses as well as to galleries and frame shops like Roby King in Winslow and Wildfire Framing in Rolling Bay.

BARN, the Bainbridge Artisan Resource Network, with whom we will present a November 2016 exhibition titled *BARN at BAC: Making Community*. The show will feature work by 42 BARN member artists, and we expect a huge response to the show. In the works for more than a year, this exhibition is sure to be a highlight for our community, particularly as it will take place during the off season and just before the holidays. This show will shine a high beam on our entire visual art community.

Our artists. We consider our artists to be primary partners. We show the work of artists living throughout the Northwest, from Seattle to Sequim to Port Townsend to Portland to Twisp. These artists are effective co-promoters, and those who participate in special exhibitions during any given month will bring a fresh crop of visitors to Bainbridge to see their work.

3. 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 (2011-2016).

- **2015:** Spring, summer, and fall listings in *Art Access Magazine*, plus 10 months of Washington State Ferry video screen advertising: \$3,449.
 - **2014:** Seven months of Washington State Ferry video screen advertising; four quarters of listings and images in *Art Access magazine*; one front cover of *Art Access* to promote the Johnpaul Jones exhibit in April: \$5,160
 - **2013:** Six months of Washington State Ferry video screen advertising; four issues of listings in *Art Access magazine*; one cover of *Art Access* to promote the Keiko Hara exhibit in July: \$4,500
 - **2012:** Washington State Ferry video screen advertising: \$3,000.
 - **2011:** Cover of *Art Access* for September exhibition of contemporary fiber art: \$2,035.
4. If any projects previously funded through the Lodging Tax (Civic Improvement) Fund were not completed and/or if reports were not submitted to the City as requested, please explain:

Bainbridge Arts & Crafts has successfully carried out and reported on every project funded through the Lodging Tax (Civic Improvement) Fund.

Project Information

1. Describe the proposed project.

- a. Identify the Project’s main objectives and how each will be achieved.
- b. Be as specific as possible about the proposed services, measurable impacts, distribution method and costs.
- c. If appropriate, provide details about the facility operating costs to be funded.

The primary objective of our 2017 Washington State Ferry advertising program, for which we are seeking **\$3,000** from the LTAC fund, is to promote tourism by building awareness among ferry passengers who want to make Bainbridge Island a destination and who want to make our thriving arts scene a priority during their visit.

To achieve our objective:

Bainbridge Arts & Crafts will purchase 12 months of video screen advertising on Washington State Ferries. Each month, Bainbridge Arts & Crafts will produce a unique ad that will be projected on 16 screens (6 on the Tacoma, 6 on the Wenatchee, 2 at the Bainbridge terminal, and 2 at Colman Dock). Our 15-second ad will be projected on each of the 14 screens once during every 15-minute loop for 20 hours each day 30 days per month, adding up to 38,400 spots per month. BAC staff produces these digital ads in-house, and WSF offers us a significantly reduced nonprofit rate of \$250 per month. Washington State Ferries are the biggest tourist attraction in Washington State; this advertising rate is an outstanding value.

2. Provide a brief narrative statement to address each of the stated selection criteria. Describe outcomes anticipated from each criterion, as well as the overall project.

- a. Expected impact on increased tourism in 2017. Please provide specific estimates of how the project will impact the number of people traveling to Bainbridge Island from fifty miles or more one way from their place of residence, or travelling from another country or state outside of Washington State. If appropriate, compare/contrast this impact to actual or estimated number of tourists at your event/facility in 2015 and estimates for 2016.

BAC measures the effectiveness of our off-island advertising in three ways: by tracking sales year to year, by tracking gallery attendance, and by tracking the number of items shipped out of state and out of country each year.

Income from the sale of artwork in 2015 was \$518,323; 2016 sales amounted to \$498,990. Specifically, we were off budget in our exhibition program area. It's worth noting that last year BAC did not receive supplemental funding for our advertising program and as a cost-cutting measure, constricted our advertising expenditures during the final two months of calendar year 2015 and the first half of calendar year 2016. Most notably, we took a three-month hiatus from our Washington State Ferry ads. As sales and visitor numbers dipped in the winter and early spring from the same months of previous years, we learned our lesson: advertising our exhibitions on the Washington State Ferries works. So we made a course correction and reinstated our ferry ads.

A second measure is the number of people who come into the gallery, which we track at the front desk. In 2015, we had 39,397 visitors. In 2016, we had 34,150. This drop in visitor count is a clear indicator of the importance of a off-island advertising. Locals know Bainbridge Arts & Crafts, but visitors need to discover us.

We also measure the number of items shipped and the geographical spread of the shipping destinations. In 2016 we shipped 294 works to 37 states and 2 foreign countries, all slight increases from the previous year.

While Bainbridge Arts & Crafts cannot provide a precise breakdown of resident vs. tourist activity within our measurement categories, we know that advertising "across the water" correlates directly with our visitor count and is important to building visitor momentum year after year.

- 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 lodging establishments in 2017 as a result of proposed activities. Please include the basis for any estimates.

Any overnight stays directly resulting from Bainbridge Arts & Crafts activities will likely come from friends and family who visit artists in celebration of our opening exhibitions, from grandparents and other extended family members who want to see the student art shows, and from our annual plein air festival, Paint Out Winslow. Twelve artists' receptions, one student art show, and one annual festival total 14 special events, with the potential of one to two overnight stays per event, for a total of 14-28 room nights per year.

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

Bainbridge Arts & Crafts serves our island's business and cultural community by regularly referring visitors to local restaurants, hotels, businesses, and cultural facilities. Our staff knows the island well and are always ready with suggestions for where to go for meals, retail endeavors, local shows and movies, fresh local food, local lodging, and our wonderful museums. In addition to Winslow attractions, we enjoy sending visitors with cars further afield to our various neighborhood centers and north and south-end attractions. Want natural tranquility? Visit Bloedel Reserve or Fay Bainbridge State Park. Want a film, a great bite to eat, and a beautiful boutique overnight? Visit Lynwood Center. Want convenient lodging with a great pub lunch and coffee nearby? Visit Island Village. Want a farm experience or an outstanding nursery? Visit Bainbridge Island Farms, Bainbridge Gardens, or Bay Hay & Feed. And while you're in Rolling Bay, take a class at BARN and get a bite at Via Rosa.

The majority of BAC staffers have lived on Bainbridge Island for many years and frequent these

neighborhoods and businesses ourselves. We at Bainbridge Arts & Crafts know that we are one part of Bainbridge Island's whole tourist experience, so we revel in referring people elsewhere. Our sincerity and enjoyment resonate outward to visitors' overall positive experience of our rich island.

In addition to anecdotes, there is data. In 2016, Bainbridge Arts & Crafts used an Arts and Economic Prosperity calculator on the website of Americans for the Arts, a 58-year-old national nonprofit that serves more than 150,000 nonprofits and individuals, to calculate the economic benefits that BAC brings to Bainbridge Island (http://www.americansforthearts.org/sites/default/files/aepiv_calculator/calculator.html). They calculated that BAC brings in \$760,700 in local household income; over \$56,000 to local government revenue; and over \$59,000 in state government revenue. Americans for the Arts emphasizes that "What makes the economic impact of arts and culture organizations unique is that, unlike most other industries, they induce large amounts of related spending by their audiences. For example, when patrons attend a performing arts event, they may purchase dinner at a restaurant, eat dessert after the show, and return home and pay the baby-sitter. All of these expenditures have a positive and measurable impact on the economy."

- 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.

As described in section 2b, we will measure amount of sales, number of items shipped, number of visitors, and number of artists, friends, and family who stay overnight after attending opening receptions at BAC during these off-season months.

- e.** The applicants' demonstrated history of organizational and project success.

BAC has successfully completed every project funded with support from LTAC as well as dozens of projects funded by organizations as varied as Bainbridge Community Foundation, Suquamish Foundation, Kitsap Community Foundation, Fletcher Bay Foundation, and individual sponsors and donors. BAC is a professionally staffed, well-run retail and exhibition gallery with an excellent track record.

- 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.

While Bainbridge Arts & Crafts is not directly partnering with any other organizations for this particular project, we engage in ongoing partnerships with other private businesses and nonprofit organizations to fulfill our mission all year long. Please see the response to question #2 in the "Applicant Information" section for more details.

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

As described in section 2a above, we will track sales, number of items shipped, and gallery attendance as well as overnight stays by artists and their friends and families following special exhibitions and events. All of these measurements will give us an indication of whether our advertising strategy is working. For several years saw an upward trend in these areas that correlated to supplemental advertising funding; last year we saw a dip in two areas, visitor count and sales, that correlated to lower advertising expenditures.

- h.** Describe the degree to which the project will leverage award funds with additional matching funds or

donated in-kind goods or services.

Our total project budget for ferry advertising is \$5,000, which includes the ads themselves plus the cost of in-house project management, writing, and design. BAC is requesting \$3,000 from the LTAC. Trans4Media offers a 50% nonprofit discount, totaling \$1,500 of in-kind contributions. Bainbridge Arts & Crafts will earmark \$500 of exhibition sales revenue for advertising.

Supporting Documentation

1. Provide a project timeline that identifies major milestones.

Ad purchases will be as follows:

- **January 1 – December 31, 2017:** Purchase, produce, and place one Washington State ferry ad per month.

2. Include a detailed budget for the proposed project itemizing expenses and income. Include the amount requested from the Lodging Tax 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.

See attached.

3. If applicable, please describe the project's scalability. How would the project scope and budget be adjusted should the full amount of the LTAC funding request not be awarded? Please provide specifics. **If this information is not provided, the award committee will not consider alternative levels of funding.**

BAC's off-island advertising program is extremely scalable, and this project proposal represents an adjusted project scope. Because the LTAC elected not to award Bainbridge Arts & Crafts the full original amount requested, we scaled back the scope of our monetary request to the currently reflected \$3,000.

4. Provide copies of your organization's 2015 income/expense summary and 2016 budget.

See attached.

5. Provide an estimate of 2016 revenue and expenses.

See attached.

6. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.

Bainbridge Arts & Crafts	
2017 Ferry Advertising Budget	
DIRECT EXPENSES	
Ferry Advertising	
One ad per month for 12 months, \$250 per ad	\$3,000
In-house project management, writing, design	\$2,000
Total direct expense	\$5,000
CONTRIBUTIONS AND MATCHING FUNDS	
LTAC funds (this grant request)	\$3,000
Trans4Media in-kind donation	\$1,500
(50 percent discount for nonprofits)	
BAC contribution (applied revenue from exhibition sales)	\$500
Total contributions	\$5,000

**Bainbridge Arts & Crafts
Profit & Loss
F16 Actual Results**

	Jul '15 - Jun 16
Ordinary Income/Expense	
Income	
Endowment Income	84,900.00
Fundraising Income	216,959.39
Program Income	239,396.87
Sales	304,723.52
Uncategorized Income	0.00
Total Income	845,979.78
Cost of Goods Sold	
Consignment Payments	290,470.29
Cost of Good Sold - Owned Inv	7,005.67
Sales Expenses	13,425.87
Shipping Costs	8,522.62
Wrapping Cost	6,724.72
Total COGS	326,149.17
Gross Profit	519,830.61
Expense	
Administrative Expenses	78,221.76
Auction Expense	19,375.83
Independent Contractors	13,727.87
Payroll & Health Insurance	322,476.33
Professional Fees	780.00
Rent	72,000.00
Technology	6,456.81
Viking Bank	555.50
Total Expense	513,594.10
Net Ordinary Income	6,236.51
Net Income	6,236.51

**Bainbridge Arts & Crafts
Profit & Loss
F17 Estimate**

	Jul '16 - Jun 17
Ordinary Income/Expense	
Income	
Endowment Income	102,000.00
Fundraising Income	250,000.00
Program Income	287,000.00
Sales	311,000.00
Uncategorized Income	0.00
Total Income	950,000.00
Cost of Goods Sold	
Consignment Payments	326,000.00
Cost of Good Sold - Owned Inv	6,000.00
Sales Expenses	17,730.00
Shipping Costs	5,800.00
Wrapping Cost	5,510.00
Total COGS	361,040.00
Gross Profit	588,960.00
Expense	
Administrative Expenses	78,908.00
Auction Expense	20,000.00
Independent Contractors	13,200.00
Payroll & Health Insurance	350,000.00
Professional Fees	40,000.00
Rent	73,200.00
Technology	6,240.00
Viking Bank	600.00
Total Expense	582,148.00
Net Ordinary Income	6,812.00
Net Income	6,812.00