

**CITY OF BAINBRIDGE ISLAND
2020 LODGING/TOURISM FUND PROPOSAL COVER SHEET**

Project Name: Currents Online Cultural Collaborations

Name of Application Organization: Arts & Humanities Bainbridge

**Applicant Organization IRS Chapter 501 (C) (3) or 501 (C) (6) status and Tax ID Number:
Current 501 (C) (3) status; Tax ID Number 91-1341760**

**Date of Incorporation as a Washington State Corporation and UBI Number: August 13, 1986;
UBI Number 601 632 191**

Primary Contact: Anne Smart, Executive Director

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Please indicate the type of project described in your proposal: [X]

[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*

LODGING/TOURISM FUND APPLICATION

Applicant Information

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.

The mission statement of Arts & Humanities Bainbridge is: "We connect you to the abundance of creativity in our community, to empower and inspire." With every activity, our goal is to make the community's abundant artistic spirit accessible to island residents and visitors alike. As of June 2019, one of the main ways we pursue this mission is by administering Currents Online, a web-based community cultural platform that connects people to all the arts and cultural opportunities available on Bainbridge Island.

This project builds on AHB historical role as a hub that unifies and nurtures the community's cultural sector. Since our founding three decades ago, we have been dedicated to inspiring and enriching the island's residents and visitors through access to the island's vibrant cultural offerings. We have helped launch organizations like BARN, the Bainbridge Island Studio Tour, and Olympic Performance Group by acting as Fiscal Agent on their behalf. Our quarterly arts digest, Currents Magazine, provides information about local arts organizations and upcoming cultural events and helps give needed exposure to artists and performers distributed free to everyone on Bainbridge Island. Through our Arts in Education Program, we ensure that students in our local public schools experience a curriculum enriched by the arts. Our Public Art Committee administers the City of Bainbridge Island's Public Art Program which brings great art to the island's community spaces to be enjoyed by all. We also award small grants to individual artists, a unique service that provides critical support to local creative professionals.

Arts & Humanities Bainbridge has been a mainstay of the island's cultural sector for over 30 years. Ongoing and past projects and programs have enjoyed decades of success and have routinely surpassed expectations. Many have proved to be significant tourist draws: in particular, the Bainbridge in Bloom Garden Tour and the Celluloid Bainbridge Film Festival (both of which have taken wing as independent organizations as of this year) together brought hundreds of visitors to Bainbridge Island each year.

2. If appropriate, please identify any project partners and briefly describe the involvement of each. Please note that the maximum award of \$130,000 will apply to any single project, even if proposed by a team of partners.

For this project, Arts & Humanities Bainbridge is partnering with Bainbridge Island Lodging Association (BILA) and Visit Bainbridge Island. A joint letter from AHB and Visit Bainbridge Island and a letter from BILA are attached.

AHB’s Currents Online platform complements the tourism promotion efforts of BILA and Visit Bainbridge Island. Currents Online is an unprecedented resource for information about our community’s arts and culture. Rather than duplicating this resource, BILA and Visit Bainbridge Island will subscribe to Currents Online and syndicate curated calendar listings to provide tourist-specific events, drawing from and leveraging the content in the source database. This will eliminate the duplication of effort and provide consistent content for all users as well as provide targeted, market-specific content.

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 (2014-2018).

YEAR	PROJECT	AWARD AMOUNT
2019	Artsopolis Community Cultural Platform	\$15,000.00
2018	Celluloid Bainbridge Film Festival	\$7,000.00
2017	Bainbridge In Bloom Garden Tour	\$5,000.00
2015	Currents Magazine	\$7,948.00
2014	Currents Magazine	\$9,271.00

4. If any previous projects by the applicant were funded through the Lodging Tax (Civic Improvement) Fund and were not completed and/or if reports were not submitted to the City as requested, please explain:

N/A

LODGING/TOURISM FUND APPLICATION

Project Information

1. Describe the proposed project.

a. Scope:

In June 2019, AHB launched Currents Online. The purpose of this new community cultural platform is to allow island residents and visitors to access the full breadth and depth of Bainbridge Island's unique creative culture in a single, user-friendly resource. This resource showcases all aspects of our community's cultural sector in one place, on one website. It brings together the many interconnected elements of Bainbridge Island's cultural sector including: nonprofit organizations; galleries; museums; educational institutions; individual artists, musicians, and craftspeople; volunteers; and community members.

Currents Online boasts several modules: a robust events calendar; arts news and podcasts; directories of artists, arts organizations, and businesses that support the arts; a public art explorer; and links to jobs, volunteer opportunities, auditions, calls for art, and more. One of the platform's purposes is to raise awareness of the island as a desirable tourist destination by increasing tourists' knowledge of the smorgasbord of cultural activities available here.

The platform is a product of Artsopolis. The Seattle-based company creates technology that promotes cultural engagement, audience development, and community building. Their platform is currently being used by over 50 other communities across the country to support their cultural sectors.

To ensure Currents Online's continued success, the site must further broaden its reach and expand its base of participants and partners. Continuing to provide unique high-quality content will be key to this effort. Our project will comprise three distinct activities:

1. Hire a contractor to create, compile, and edit written content for weekly updates to Currents Online. Original content such as articles, blog posts, activity guides, interviews, and reviews is at the heart of how the platform tells the story of arts and culture on Bainbridge Island.
2. Syndicate content from the events calendar at Currents Online to the websites of BILA (destinationbainbridge.com) and Visit Bainbridge Island (visitbainbridge.com). This is a paid service. By pushing the platform's content out to these sites, AHB will increase visitor awareness of cultural events and offerings while collaboratively streamlining BILA's and Visit Bainbridge Island's digital marketing efforts.
3. Continue to develop the site's existing modules. Additional improvements incur fees paid to Artsopolis. As more users visit the site, AHB gains critical feedback which helps us refine the sites offerings and streamline the user experience. This will be an ongoing and incremental effort.

Creativity is part of our community’s DNA. The availability of arts and culture defines what is special about living on Bainbridge Island. By making this accessible in one attractive and easy-to-use resource, Currents Online allows visitors to connect with and experience the richness of our community’s uniquely vibrant cultural sector.

b. Budget

Income	Other Sources	LTAC Funds	Total Income
COBI LTAC Grant		14,000.00	14,000.00
Private Donations	5,000.00	0	5,000.00
Organizations Sponsorships	5,000.00	0	5,000.00
Content Syndication	3,000.00	0	3,000.00
Total	13,000.00	\$14,000.00	\$27,000.00
Expenses	Other Sources	LTAC Funds	Total Expenses
Initial Expenses			
Independent Contractor	2,000.00	5,000.00	7,000.00
Marketing and Promotions	1,500.00	5,000.00	6,500.00
(including video production)			
Ongoing Expenses			
Site enhancements and improvements	2,000.00	2,000.00	4,000.00
Administrative site support	10,000.00	2,000.00	12,000.00
Total	15,500.00	\$14,000.00	29,500.00
Net Income			(\$2,500.00)

c. Timeline & Milestones

Currents Online Timeline and Milestones	
2019	
November	Marketing and Promotion's Planning for 2020 Finalize 2020 content / publishing schedule
December	Finalize and communicate 2020 sponsorship, advertising and syndication plans Develop key performance indicator (KPI) for dashboard (metrics)
2020	
January	Plan partnership events Communicate key metrics with sponsors & advertisers
February	Conduct general community outreach Development and site updates continue
March	Quarterly analytics reporting Co-host partner event(s)
April	Contract with Content Writer / Editor Continue marketing & promotions
June	Quarterly reporting and analytics Site updates / enhancements
October	Report Quarterly analytics Evaluate metrics and revise (if needed)
November	Year End marketing & Promotions Begin 2021 planning

2. Provide a brief narrative statement to address each of the selection criteria:

a. Expected impact on increased tourism in 2020. Please provide specific estimates of how the project will impact the number of people traveling fifty miles or more to Bainbridge Island for the activity, or who will travel from another country or state outside of Washington State to attend the activity. If appropriate, compare/contrast this impact to the actual or estimated number of tourists at your event/facility in 2018 and estimates for 2019.

People need information when deciding where to spend their leisure time. Tourism is the state's fourth largest industry and about two-thirds of travelers are Washington residents, according to the Washington Department of Commerce. People looking for a unique getaway are attracted to Bainbridge Island. To seal the deal, they need to know what's happening, what kind of visitor attractions we offer, and what makes this island special.

Currents Online provides all that information and more, making it a powerful new tool for increasing tourism to Bainbridge Island. Ongoing search engine optimization means that when regional or out-of-state tourists conduct an internet search for "bainbridge island" and "art," they are directed to our comprehensive and user-friendly resource.

AHB has identified several metrics or Key Performance Indicators (KPIs) to help us track and grow our tourist audience. These include:

- overall number of visitors
- click-throughs to partner sites (e.g. ticket's being purchased on other organization's sites)
- visitors from outside the visitor radius of 50 miles
- growth of the distribution list for our weekly email newsletter

As we refine our KPIs and can use them to attract advertisers and sponsors, they will assist us in drawing more tourists seeking to take advantage of our vibrant arts and culture scene on Bainbridge Island.

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 Island lodging establishments in 2020 as a result of the proposed activities. Please include the basis for any estimates.

Reports from other communities using the platform convince us that Currents Online has a robust potential impact on tourism, especially because of our proximity to Seattle. To further reinforce the goal of increasing overnight stays on Bainbridge Island, AHB will collaborate with the Bainbridge Island Lodging Association and Visit Bainbridge Island to integrate each of our websites. For example, in addition to sharing the calendar of events through syndication, our site will also point to the other sites for needed information about transportation, restaurants and lodging.

Although Currents Online has not been live long enough to generate statistics that confirm these trends, we are confident that Currents Online will generate an increase in overnight stays on the island. Our expectations are based on results similar sites have experienced.

Artsopolis, the organization which designed and built Currents Online, has designed similar sites in over 70 communities across the United States (and a few overseas) and it continues to grow. That growth is another indication of how this cultural platform benefits the user communities. Sites that have used the platform over a longer period of time report increases in out-of-town users that result in more tourists who book lodgings and eat at restaurants. We expect to see the same type of results.

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).

Studies consistently show that promoting the arts produces economic benefits for communities. Currents Online features an interactive calendar of all cultural happenings on the island along with profiles of local artists, profiles of cultural organizations and newsy and engaging articles that shine a spotlight on the abundance of creativity available. For example, the site includes a section on Public Art with maps and backgrounds on the works and artists. Visitors can use those maps to guide them through Winslow where, besides enjoying the public art on display around town, they walk past all the enticing stores and restaurants.

A recent economic study conducted by Americans for the Arts asserts that “spending by arts audiences pumps vital revenue into the local economy. When patrons attend a local event, they may pay for parking, eat at a local restaurant, shop in local retail stores, and have dessert on the way home.” Based on this study, with data taken from 212, 691 surveys, the typical arts attendee spends \$31.47 per person beyond the cost of admission to events. And non-local attendees spend twice as much as their local counterparts (\$47.57 vs. \$24.44). *Americans for the Arts, Economic Impact Study.*

Another benefit of our partnerships is that we will be able to share not just the resources helpful to residents and tourists, but also tap into the analytics collected from their sites, e.g. overnight stays, to further reinforce the benefits of these collaborations to our donors, sponsors and advertisers.

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.

One of our central goals is to create a resource that will make Bainbridge Island’s cultural sector instantly accessible 365 days a year and not just during the peak visitor season. We know that even during the off-season, cultural sector organizations and individual artists continue to offer unique and enriching events and activities.

To that end, Currents Online doesn't relax after summer ends. As the first comprehensive arts and culture resource for Bainbridge Island, it continues to offer visitors dozens of good reasons to come across the water every day. Whether people are looking for an innovative improv performance, a jazz quartet, or gallery exhibit, they can find opportunities year-round on Currents Online. We are planning content for Fall 2019 and Winter 2020 that focuses on the off-season cultural pleasures of Bainbridge and are working with our partners to collectively highlight many of these events and activities.

e. The applicant's demonstrated history of organizational and project success.

Since its founding in 1986, Arts & Humanities Bainbridge has been an indispensable part of the island's cultural sector helping to support and expand access to the vibrant array of creativity on the island. Over the course of our organization's decades of activity, we have offered many annual events and spearheaded many grassroots campaigns that have made a lasting impact on the island's cultural life.

Today AHB has three main pillars: it administers the Arts in Education program, manages the City of Bainbridge Island's Public Art Program, and produces Currents Online.

Through Arts in Education, we pair local teaching artists with public school classroom teachers to infuse arts-based learning into the state's core curriculum. For two decades, this award-winning and much-loved program has grown to include all three of the island's elementary schools, Sakai Intermediate School, Woodward Middle School, Commodore Options School, and Bainbridge Island High School and our neighbor, Suquamish Elementary School. This program requires year-round administration by AHB staff.

The Public Art Committee (PAC) is a program of AHB. This committee of highly engaged local artists meets monthly to plan acquisition and leasing of public art; manage the annual maintenance, restoration and decommissioning of existing public art; and provide long term program planning to the City of Bainbridge Island (COBI). PAC had great successes in 2017 with the installation of "Tribute Baskets" in Waypoint Park and in 2018 with the installation of "Something New," a rotating outdoor sculpture exhibition and in 2019 with the latest "Something New" sculptures.

While still only months old, the response to Currents Online has been overwhelmingly enthusiastic. Before it launched, there was no easy and timely way to find out what was happening in the arts and culture sector on the island. In addition to the interactive calendar, this new site provides profiles of more than 80 artists along with profiles of over 25 of the island's cultural organizations, including businesses who support the arts. Regular feature articles also help to promote the island's cultural vibrancy, with weekly blog posts and highlighted stories and podcasts about the island's cultural activity published via a partnership with Bainbridge Community Broadcast

Before shifting to the three pillars outlined above, AHB successfully sponsored the Bainbridge in Bloom Garden Tour for 30 years. This popular annual event typically required the yearlong efforts of both staff and volunteers to identify eligible gardens; coordinate with garden owners, master gardeners, docents, and sponsors; create marketing materials and promoting the event island-wide and in neighboring communities; create a transportation plan including shuttles, busses and biking options; and manage the hub and parking sites, among other activities. AHB also hosted the Celluloid Bainbridge Film Festival and Poetry Corners, two other decades-old events which require a concerted and dedicated effort over many months.

The longevity and popularity of these events speaks to AHB's proven organizational capacity.

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.

Cultural organizations, institutions, and businesses that utilize the tools we make available with Currents Online optimize their outreach while reducing their marketing and promotion workload. In the past, organizations had to publish the same event information over and over on multiple calendars. AHB is partnering with the Bainbridge Island Lodging Association and with Visit Bainbridge Island to overcome this inefficiency using tools provided by Artsopolis.

Through the Artsopolis Content Syndication module, event listings can be exported from a central calendar resource (in this case Currents Online) and shared across multiple calendars, helping to reduce the amount of time that host organizations must spend posting their events on multiple calendars, while also reducing or eliminating the duplication of effort among the various calendars' content managers.

Using this model, Currents Online serves as the community's 'flagship' where events are entered and then from there syndicated out to local partners filtered to that partner's specific needs. This many include their need to receive a feed of specific event category types or a specific location (i.e. city or zip code). Through the syndication model, there is a reduction in duplication of services, including time, expense and reduced potential errors.

As the flagship or host, Currents Online receives a fee for service from the syndication partner, which in turn helps AHB create a more sustainable business model.

g. Describe how this project is new to our community or reflects an innovative use of LTAC funds.

Before developing Currents Online, AHB staff and board members informally surveyed Bainbridge residents to ask how they found out what was happening on the island. Across the board, people said it was a struggle to get timely information. They said items on the calendars they could find were often already out of date. Relying on flyers posted in shop windows was too random and also often out of date. Currents Online has solved this problem.

With the interactive calendar, users can click on any day to see what's happening and can filter results by their preferences for music, art, dance, film and more. They can click through to buy tickets from Bainbridge Performing Arts, the Bainbridge Island Museum of Art and other venues (also helping to increase traffic to those organizations). Event listings link to profiles of the artists performing or exhibiting, educating users about the people who make up the island's arts community. Users can also find images of and information about the island's awesome collection of public art, as well as maps to show them where to go enjoy those pieces in person.

In addition to the calendar and cultural profiles, Currents Online is developing a page for Arts Education that will highlight each of the island's unique art education programs. Debuting mid-September, the new module will showcase the programs administered by many of the cultural organizations, including AHB's Art in Education Program.

h. Expected draw for the proposed event, in particular how it will both generate an expected increase in tourism and appeal to the community.

Currents Online is much more than an event. It allows people anywhere to taste the flavor of Bainbridge Island's creative culture at any time. It offers not just information, but also a unique cultural experience.

Users can see video segments of performances by local musicians, dancers and actors. They can pause to admire the photos of a sculptor's work or quilter's latest piece or painter's latest oeuvre. They can read essays and reviews. We believe the platform will encourage both the community and those off the island to want to experience in person all this creativity. The creative community on Bainbridge Island includes many artists with followings beyond the island and often beyond Washington and the United States. Those admirers may find the artist highlighted on our cultural platform and be inspired to come visit.

i. If for a capital project, detail the project's expected impact on increased tourism.

N/A

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

AHB is objectively assessing the impact of the community cultural platform in real time. Using Google Analytics and email distribution metrics, we are tracking every visit, click-through, ticket purchase, and search that results from activity on the site. Other communities working with Artsopolis routinely pull these metrics to gauge how their sites are faring. Additionally, these metrics will be cross-referenced with data obtained from destinationbainbridge.com and visitbainbridge.com to create a nuanced picture of increased tourism to Bainbridge Island resulting from our project.

k. Describe the degree to which the project will leverage award funds with additional matching funds or donated in-kind goods or services.

We plan to pair LTAC funding we receive with funds received from several other grant making organizations and foundations including Bainbridge Community Foundation, the Rotary Club of Bainbridge Island, Cultural Funding from the City of Bainbridge Island, and others. Additionally, funding from sponsorships will help sustain ongoing management of the site and allow us to provide this long sought-after community service.

SUPPORTING DOCUMENTS

1. AHB Income/Expense Summary (Profit & Loss)
2. AHB 2019 Budget
3. AHB-Visit Bainbridge Island Supporting Letter
4. Bainbridge Island Lodging Association Supporting Letter

Arts & Humanities Bainbridge

PROFIT AND LOSS

January - December 2018

	TOTAL
Income	
Earned Income	105,382.75
Fiscal Agency Income	343.00
Fundraising / Development	84,662.35
Grant Income	32,880.93
In-kind Income	115.00
Total Income	\$223,384.03
GROSS PROFIT	\$223,384.03
Expenses	
Catering	5,546.64
Contractors	26,985.04
Equipment Rental	727.30
Honoraria/awards	25,671.68
Interest Expense LOC	0.69
Licenses	4,362.77
Marketing/Advertising	3,221.13
Meals/Entertainment	461.18
Merchant Fees	1,287.98
Occupancy	7,644.79
Operations Expenses	14,567.55
Personnel	93,264.88
Postage/Delivery	4,030.11
Printing	20,318.85
Purchases	1,231.55
Supplies	6,683.68
Teaching Artists	13,688.06
Vendors	49.82
Venue	4,644.27
Total Expenses	\$234,387.97
NET OPERATING INCOME	\$ -11,003.94
NET INCOME	\$ -11,003.94

Arts & Humanities Bainbridge
Annual Operating Budget
For the Year Ending December 31, 2019

	Total	Development			Programs									
		Events	General Oper	Total	Amy/Island	Arts Ed	Camarata	Currents On-Line	Currents - Print	Fiscal	Gen. Programs	Public Art	Total	
Income														
Events	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Fundraising / Development														
One Call	11,000	-	11,000	11,000	-	-	-	-	-	-	-	-	-	-
Board	15,000	-	15,000	15,000	-	-	-	-	-	-	-	-	-	-
Other (Indiv / Corp)	60,000	50,000	-	50,000	-	-	10,000	-	-	-	-	-	-	10,000
Annual Drive	5,000	-	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Contract Revenue	24,000	-	-	-	-	-	-	-	-	-	-	-	24,000	24,000
Earned Income	71,000	15,000	-	15,000	-	14,000	-	10,000	32,000	-	-	-	-	56,000
Grant Income														
WSAC	12,220	-	-	-	-	12,220	-	-	-	-	-	-	-	12,220
LTAC	15,000	-	-	-	-	-	-	15,000	-	-	-	-	-	15,000
BCF	26,000	-	1,000	1,000	20,000	-	-	5,000	-	-	-	-	-	25,000
Cultural Funds	9,000	-	-	-	-	-	-	-	-	-	9,000	-	-	9,000
Rotary	7,000	-	2,000	2,000	-	-	-	5,000	-	-	-	-	-	5,000
Other	10,000	-	10,000	10,000	-	-	-	-	-	-	-	-	-	-
Fiscal Sponsorship Income	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Income	265,220	65,000	44,000	109,000	20,000	26,220	10,000	35,000	32,000	-	9,000	24,000	156,220	
Expenses														
Catering	7,500	6,000	-	6,000	-	-	1,500	-	-	-	-	-	-	1,500
Contractors	48,000	4,000	4,000	8,000	-	-	-	30,000	10,000	-	-	-	-	40,000
Honoraria / Awards	25,000	-	-	-	20,000	-	-	-	-	-	5,000	-	-	25,000
Licenses	1,000	1,000	-	1,000	-	-	-	-	-	-	-	-	-	-
Marketing / Advertising	3,000	500	500	1,000	-	-	-	-	-	-	-	2,000	2,000	
Merchant / Bank Fees	1,000	1,000	-	1,000	-	-	-	-	-	-	-	-	-	
Occupancy	7,000	-	7,000	7,000	-	-	-	-	-	-	-	-	-	
Operations	9,300	-	9,300	9,300	-	-	-	-	-	-	-	-	-	
Personnel	100,600	11,823	9,923	21,746	-	20,584	-	33,041	6,228	-	-	19,001	78,854	
Postage & Delivery	4,000	-	1,000	1,000	-	-	-	-	3,000	-	-	-	3,000	
Printing	16,000	-	-	-	-	-	-	-	15,000	-	-	1,000	16,000	
Supplies	2,400	1,500	400	1,900	-	100	-	-	-	-	-	400	500	
Teaching Artists	14,900	-	-	-	-	14,900	-	-	-	-	-	-	14,900	
Venues	2,500	1,000	-	1,000	-	-	1,500	-	-	-	-	-	1,500	
Total Expenses	242,200	26,823	32,123	58,946	20,000	35,584	3,000	63,041	34,228	-	5,000	22,401	183,254	
Net Income / Cash Generated	\$ 23,020	\$ 38,177	\$ 11,877	\$ 50,054	\$ -	\$ (9,364)	\$ 7,000	\$ (28,041)	\$ (2,228)	\$ -	\$ 4,000	\$ 1,599	\$ (27,034)	

September 12, 2019

Members of the 2020 Lodging Tax Advisory Committee,

We are writing to share an exciting new collaboration between Arts & Humanities Bainbridge and Visit Bainbridge Island.

Our tourism community lacks a centralized calendar, curated with content for both day and overnight visitors. At present, organizations and businesses must post the same event on multiple calendar sites. To overcome this inefficiency, Arts & Humanities Bainbridge (AHB) is partnering with Visit Bainbridge Island to create a syndication module through Artsopolis. Through this new innovation, event listings can be exported from a central calendar resource (in this case Currents Online) and shared across multiple calendars, thus eliminating redundancies and duplication of efforts among local businesses and attractions who seek to attract and engage new visitors.

With this partnership, VBI will seek LTAC funding to implement its subscription to Currents Online and syndicate a curated version of the calendar of events to provide tourist-specific events, drawing from, and leveraging, the content in the source database. By utilizing a single source for calendar and event information, additional benefits will be achieved; reduced time and resources spent entering event data, reduced errors and consistent content not to mention the added bonus of increased collaboration of this partnership.

We hope you agree this reflects an innovative way in which LTAC funds will bring benefit to the tourism community. Not only does it provide a professional and polished platform for content, it is an opportunity to leverage and implement new innovative technology pioneered by AHB and Artsopolis.

Sincerely,

Christine Mueller
Executive Director
Visit Bainbridge Island

Anne Smart
Executive Director
Arts & Humanities Bainbridge





September 12, 2019

To: City of Bainbridge 2018 Lodging Tax Advisory Committee

It is my pleasure to write this letter supporting the request for lodging tax funds from Arts and Humanities Bainbridge.

We believe that 2020 can be a great year for tourists and tourism on Bainbridge Island. The Island Lodging Association looks forward to embarking on a new partnership with AHB. We are enthusiastic about the continued development of Currents Online so that its calendar includes events and activities that are of interest to overnight tourists as well as Island residents. We are requesting complementary funding through the Lodging Association's lodging tax request so that we can share this resource and include a select version of the calendar on our website.

We believe that the AHB proposal and funding is an important and exciting investment for the future of overnight tourism on our Island. We look forward to working in partnership with AHB during the next year.

Sincerely,

Bonnie McBryan
Acting President. BILA
Owner of The Eagle Harbor Inn