

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

Project Name: Destination Bainbridge 2020

Name of Applicant Organization: Bainbridge Island Lodging Association (BILA)

Applicant Organization IRS Chapter Status and Tax ID Number: 501(c)3; EIN: 71-1051175

Date of Incorporation as a WA Corporation and UBI Number: January 16, 2002 /
602-175-381

Primary Contact: Kelly Gurza and Claire Donahue

Mailing Address: P.O. Box 10895, Bainbridge Island, Washington 98110

Email(s): KellyGurza@gmail.com and Claire@BainbridgeLodging.com

Cell phone: Kelly Gurza: 1 650 776-8306
Claire Donahue: 1 760 468-2425

	Project Type
	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.

Applicant Information

1. Describe the applicant organization's mission, history, and areas of expertise. Describe any event proposed including its purpose, history, and budget.

Bainbridge Island Lodging Association (BILA) has been a a federal and state non-profit since 2001. Our mission is to **promote overnight tourism** by providing a comprehensive tourism website, promoting overnight travel, and working in partnerships to promote events, attractions, and tourism activities on our Island. The vast majority of tourism dollars spent in our community are by overnight tourists who are staying in paid accommodations (79%¹). Day visitors may take in an attraction and have a meal. In contrast, overnight visitors pay for lodging at an Island business, visit several attractions, eat multiple restaurant meals, and spend money at retail stores. Overall, for every one dollar spent by a day visitor, an overnight visitor will spend four. Our intent is to increase those tourism expenditures to Bainbridge.

Our Association has consistently taken the lead in promoting overnight travel and tourism to our Island. Lodging owners are front-line ambassadors to overnight tourists: we welcome them to the Island, provide information about attractions, parks & trails and side trips. And we guide guests to Island restaurants, performances, music venues, shopping and events.

BILA has developed a **comprehensive approach to promoting overnight stays** on Bainbridge. In 2017 and 2018, lodging tax funds were awarded to our Association to produce a **new tourism website** at www.DestinationBainbridge.com. We replaced a traditional lodging website with one that includes trip-planning, blogging, itineraries, maps and links to tourism attractions. The investments is paying off. In the first half of 2018, visits to our website increased by 80%, during the same period in 2019 traffic increased another 76%.

BILA is committed to partnerships with other tourism groups. We collaborate with the Downtown Association and Visit Bainbridge Island (VBI); the North Kitsap Tourism Coalition; and Visit Kitsap Peninsula. We have also partnered with BARN and the Winery Alliance to develop overnight packages. We included discount coupons from Bloedel, KidiMu and BPA in overnight packages. In 2019, we were funded to partner with the July 4th Fireworks Committee and the sponsors of Paint Out Winslow.

The development of DestinationBainbridge.com and our expanded promotional efforts have occurred incrementally during the past three years — and continue to progress. In 2020, we plan to expand and enhance our basic services with a **New Tourism Platform**.

Our 2020 application continues BILA's distinctive approach to promoting Island tourism with an **inclusive approach** that *promotes every Island lodging business, visitor attractions, events, and restaurants*. Another distinction of our approach is our **commitment to partnerships**. In 2019, the Lodging Association directed 36% of our LTAC budget toward support of our partners. Additionally our staff have coordinated with "Visit Bainbridge Island" staff and the informal Island Tourism Collaborative. BILA also partnered with the volunteer Fireworks Committee and the "Paint Out Winslow" volunteer event planners.

Event for 2020. For 2020, BILA asks for funding for **one partnered tourism event**. The Lodging Association proposes a continuing partnership for **Paint Out Winslow**. This is the **"Plein Air" art event** managed by the Winslow Art Center. Paint Out Winslow was a one-day

¹Dean Runyan Associates, "Washington State Travel Impacts & Visitor Volume 2001-2011," p. 11.

event in 2018 that expanded to a three-day event in 2019 with 45 participating artists. It is estimated that 500 people attended this years three day event.

Next year, Paint Out Winslow will expand to a **five-day event, September 9-13, 2020** with up to 75 artists participating. It will include instruction, demonstrations, speakers, painting events for children and teens, and exhibitions. Lodging packages and promotions can strengthen attendance at the 2020 event, for both artists and visitors. Paint Out Winslow relies heavily on volunteers and donated materials and our request represents the only request for public funding. Exhibit 3 in the attachments provides more information about the proposed event including a preliminary 2020 budget.

2. If appropriate, please identify project partners and briefly describe their involvement.

Like past applications this is a collaborative proposal with a large number of partners. First, our partnership involves **all licensed accommodations** on Bainbridge Island. Every lodging property has the opportunity to have a free listing on our website.

Second, our proposal is offered in partnership with **local businesses and tourist attractions** – which are included in directories, travel itineraries, and blogs as well as overnight specials.

Third, our proposal engages **local tourism experts**. Website services and social media marketing are managed locally and an Island marketing coordinator provides contract staffing activities. Our proposal includes local talent and contributes to our local economy. Additionally we work in collaboration with Visit Bainbridge Island and the Island Tourism Collaborative.

Finally we have a strong working partnership with the **Winslow Art Center** for the Paint Out Winslow event. This extends to overnight lodging for artists and students visiting the Island for multi-day classes offered by the Art Center.

3. List each project and amount of funding awarded and utilized for the last five years.

2019	\$50,000	Website enhancements, technical solutions for search functions. Collaborated with other organizations. Partnerships for tourism events and Walkabout Guide.
2018	\$50,000	Enhanced website to include shopping, travel itineraries. Partnered with BIDA on Walkabout Guide and with Visit Kitsap
2017	\$48,000	New trip-planning website at www.DestinationBainbridge.com ; Internet marketing; Partnerships for Overnight Lodging Packages
2016	\$0	BILA received no Lodging Tax funding for 2016.
2015	\$27,743	Lodging website; Social media and targeted advertising; Community partnerships.

4. If any previous projects were not completed please explain: The Lodging Association’s 2019 contract included \$10,000 for the Island’s annual fireworks show. That show was canceled and the allocated funds were not expended.

Project Description

Scope of Work. Travelers today rely on the Internet for travel inspiration, for deciding on their travel destination and committing to their choice of accommodations. The research is conclusive: **65% of bookings are now made through the Internet** – even more are

influenced by information gleaned from travel sites. Our funding proposal concentrates on attracting and increasing overnight visitors through our well-established website, on proven promotional techniques, and on partnering with multi-day events and tourist attractions that generate overnight visitors. Costs for each objective are in the following budget document. We are also suggesting a series of initiatives that BILA would like to test during 2020.

OBJECTIVE A. Manage and enhance www.DestinationBainbridge.com. For the last three years the Lodging Association has contracted with LTAC and COBI to produce a comprehensive tourism website. The website provides **one-stop-shopping for overnight tourists**. It offers a directory of Island lodging, an availability calendar for overnight accommodations, and search and sorting capabilities — all of which assist travelers to find lodging. The website presents a series of travel itineraries under the heading of “Planning Your Trip.” And it presents blogs, directories, maps, and direct links Bainbridge restaurants, shops and tourist attractions.

Internet traffic to DestinationBainbridge.com increased dramatically the last few years. Overall the number of site visits grew *annually* by 80% in 2018 and another 76% through August of 2019. A report on website activity, from Google Analytics, is attached in Exhibit 4.

Though visits to our website are increasing one of our performance indicators has stalled. During the first six months of 2019, only 1,700 people passed through the site to make reservations at local lodging options. There are some new options to increase the number of pass throughs, displaying more call to actions - such as prominently highlighting & tracking special events, offers, and individual lodging partners.

Finally, websites require continuous improvements and updates in technology and content. We continue to seek and implement tools and technologies that will make the site easier to use and to deliver strong SEO and conversions for tourists seeking information and a reservation. Our proposal for 2020 includes the following, with cost estimates in the next section:

1. Routine management and update of the website – including domain registrations, hosting, and the addition of new properties, restaurants and attractions.
2. A bi-annual update of the website including additions and modifications to lodging, restaurants, services and attractions.

OBJECTIVE B. Advertise and promote overnight tourism through targeted marketing.

BILA regularly uses a set of reliable **promotional tools** that optimize the visibility of our website and respond to travelers interests.

1. **Blogging, Travel Itineraries, Links to individual lodging properties** are important tools for drawing visitors to a website, improving search engine ranking, and promoting tourism. They also help to welcome and inform visitors.
 - BILA’s **blogging** has proved to be an important tool to generate website traffic. In fact, three of the five top landing pages for our website are blogs: *Bainbridge Without A Car*, *Bainbridge for Foodies*, and *Transportation on Bainbridge*. In 2020, we will update these pages and add new pages for families and special events.
 - Travel **Itineraries** are important for guests with special interests. Our itineraries on local restaurants and beaches are also among our top ten landing sites. We want to work with other tourism websites to coordinate itineraries and provide cross link to them.

2. Our 2020 proposal requests continued funding for Google advertising. Google ads and Facebook advertising have immediate impact on the number of visitors to the www.DestinationBainbridge.com website and on the clicks through to restaurants and attractions, as well as lodging properties. In 2019, 24% of website users accessed our website through paid google ads. After researching google advertising, and its impact, we are proposing an increase in this line item. (The Wisconsin Lodging Association, for example, budgets \$10,000 monthly for google advertising with significant results!)
3. During the last half of 2019, BILA secured a new Tourism Platform that could provide overnight visitors and local tourism organizations with access to some special services. The platform gives lodging owners away to deliver a mobile, digital **Welcome Guide** to registered guests. It includes a **City Guide** to provide information about restaurants, attractions, events, and more. The platform can also be used as a digital **Event Guide** to give visitors easy access to event details and comprehensive visitor information. Each “guide” was tested this year and we plan demonstrate this new platform at our presentation. Costs for 2020 include an annual software licensing fee and staff time to develop content for each element.

OBJECTIVE C. Assist lodging properties to deliver high quality accommodations and access to timely tourism information. An important part of BILA’s mission is to assist lodging owners to provide high-quality guest experiences. This is a tourism strategy: to improve lodging performance and tourist satisfaction. Our 2020 proposal provides for:

1. Continuing **market research** and ensuring that **tourist collateral** such as maps, brochures, and rack cards are available and distributed to lodging establishments.
2. Provide **training and familiarization workshops** with lodging owners. This year our members are meeting with the City and Fire Department inspectors, receiving training on fire extinguishers, and receiving information from the Public Health Department. Next year we plan to provide assistance on ADA issues, a workshop on improved marketing and information on other needs. Additionally our marketing consultant provides direct assistance to existing and future lodging owners,

OBJECTIVE D: Expand the Lodging Association’s partnerships to promote overnight accommodations in tandem with multi-day events, shows and performances.

In recent years, the Lodging Association developed and tested the viability and effectiveness of partnering with other tourism organizations and with local businesses. We developed overnight packages, promoted events, and partnered on highly special, multi-day events. In 2020 BILA will:

- Develop a viable strategy for coordinating with partners on our website and promoting both organizations and events.
- Partner on Paint Out Winslow. This expanding annual event is an off-season draw to the Island and we hope to partner on their five-day event in 2020. This plain air, competitive painting event targets both professional and amateur artists. It also brings visitors and overnight tourists to the Island. The funding for in this event in 2019 allowed for piloting an event guide and testing a transportation loop shuttle to Lynnwood Center. We are asking for continuing funding to promote and assist with coordination of the 2020 event.
- Develop a limited number of off-season promotional packages bundling discounts and special offers with tickets with the Wine Alliance, local music and performing arts venues, and with the arts community.

OBJECTIVE E: Introduce Strategic Innovations and Initiatives. With continuing changes in lodging tax funding policies the Lodging Association has deliberately constructed our budget and this application to identify our basic operating budget and the specific innovations that we want to pursue in 2020. We are presenting two new packaged initiatives. We hope that the Lodging Tax Committee will provide thoughtful feedback on these directions for 2020.

1. Assess opportunities to generate funds for 2021. Last Spring City Council adopted new policy directions for distributing lodging tax funding. In 2021, these will potentially eliminate ongoing funding for projects that have received public funding for three years.

This work task is included in this application so the Lodging Association can assess the potential for future revenue generation. Here are the preliminary concepts that we will study: Charging lodging owners dues beyond \$100 annually; Adding a booking agency to our website and charging a fee for each reservation; Charging restaurants and other businesses for their listings; Charging events and attractions for promotional blogs, social media promotion, bundled promotions and use of city guide and event software and; Undertaking our own fund-raising event such as an auction or sale of hospitality products; and Seeking paid advertising.

We have also asked other tourism organizations to work together with us, In 2020, to streamline services and eliminate duplication. Our Board of Directors endorses a deliberate move toward a single comprehensive tourism website /organization OR a concrete agreement about the specific services to be provided by each Island tourism organization.

2. Initiative #1 Develop and expand promotional tools to attract overnight visitors and encourage overnight tourism. This package will allow BILA to:

- Develop a new and targeted promotional page at ***BainbridgeGetaways.com***. BILA secured this address for special events and overnight promotions (\$3,500);
- Work in partnership with BI Arts and Humanities to develop a ***Tourism Calendar*** as an expansion of the Island arts calendar at <https://www.bainbridgecurrents.com/event/>. The calendar will be integrated into our website design (\$3,500);
- Reboot the ***Island Tourism Highlights***, a weekly email or print calendar, for lodging properties to share with overnight guests. The Bulletin would be updated weekly during the high-season and monthly during the off-season (\$3,000);
- Develop new City Guide for Tourism Platform (\$4,000).

3. Initiative #2. Expand Partnerships with Tourism and Event Community and test new Tourism Platform. Opportunities and requests to work with Island partners are growing exponentially for BILA. See for example the preliminary list of Island events planned for the Island in 2020 (Exhibit 5). This package would fund the Lodging Association to:

- Support the development and production of ***BIDA's WalkAbout Guide*** (\$5,000);
- Fund staff to participate and support ***Visit Bainbridge Island*** and ***Bainbridge Island Tourism Collaborative*** (\$7,500);
- Produce a new brochure for VBI to utilize in promoting the Island (\$7,000);
- Test a **transportation shuttle** service for 2 multi-day events in partnership with event planners and local shuttle businesses and BI Ride (\$3,000);
- Introduce new **Event Information Platform** to support two or three Island events in 2020 (\$5,000);

BILA 2020 LTAC Budget

Lodging Association Project Budget	Income
Requested 2020 Lodging Tax Award	\$89,600
Matching Funds from BILA and Partners	\$16,500
In-Kind Contributions	\$25,700
Project Total Income	\$131,800

Budget Expense Detail	LTAC	Other	In Kind
Administration & Overhead	\$4,100	\$2,000	
Bookkeeping, accounting, insurance	2,600	\$1,000	
Office supplies & administrative support	\$1,500	\$1,000	
Destination Bainbridge Tourism Website	\$9,500	\$2,000	\$1,000
Website Management: domain, hosting, updates	\$3,000	\$1,000	
Biannual Update of landing pages, lodging, restaurants	\$6,500	\$1,000	
Promote Overnight Tourism	\$19,200	\$1,000	\$4,000
Expand & Enhance Promotions	\$5,200	\$1,000	\$1,000
Internet and Social Media Promotion	\$7,500		\$500
Implement New Tourism Platform and Welcome Guide	\$6,500		\$2,500
Support for Island's Overnight Lodging	\$3,600	\$2,000	\$3,250
Market Research & Distribution of Tourism Collateral	\$1,400	\$1,000	\$750
Training Workshops & Assistance to Lodging Properties	\$2,200	\$1,000	\$2,500
Partnerships	\$9,200	\$7,500	\$12,950
Develop strategy for listings & promotions for tourism partners	\$1,200		\$1,200
Partner on Paint Out Winslow	\$5,000	\$6,500	\$9,250
Off-season Promotional Packages	\$3,000	\$1,000	\$2,500
Basic BILA Budget	\$45,600	\$14,500	\$21,200
Strategic Innovations and Initiatives	\$44,000	\$2,000	\$4,500
Assess opportunities to generate funds for 2021	\$2,500	\$1,000	\$1,000
Initiative #1. New promotional tools to attract overnight visitors and encourage overnight tourism	\$14,000		\$1,000
Initiative #2. Expand Partnerships with Tourism and Event Community and test new Tourism Platform	\$27,500	\$1,000	\$2,500
TOTAL Budget with New Initiatives	\$89,600	\$16,500	\$25,700

BILA 2020 SCHEDULE

Major Milestones	Date
Enter 2020 Lodging Tax Contract with COBI	January
Subcontract for website management	January
Work with partners to promote Island	Ongoing
Update landing pages and listings on website	February - May
Launch overnight package for Spring	February - March
Blogging, Promotions and Internet advertising	Ongoing
Conduct trainings & networking for lodging partners	Ongoing
Work with partners on Paint Out Winslow	May - September
Launch overnight packages for Fall	October
Assess impacts, apply for 2021 funding, prepare reports	Oct - Dec

SCALABILITY: 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.

The Lodging Association's 2020 proposal continues the approach developed during the last three years funding the DesinationBainbridge.com website, Internet marketing, training for lodging property owners, and limited partnerships / collaboration in the community. Our estimated needs for BILAs base budget include a lodging tax allocation of \$45,600.

Notably this application includes \$44,000 in initiatives for new promotional tools and partnership-based events that have not received lodging tax funding previously. We hope you can consider these funding requests as discrete packages — as highlighted in the budget above. We would like guidance from the LTAC about undertaking the new initiatives. If full funding is impossible, BILA will need to reduce or eliminate the proposed initiatives.

III. Selection Criteria

Projections for 2020

	Lodging Taxes Generated	Lodging Revenues Generated	Revenue to Local Economy	Estimate # Room Nights	Estimate # Overnight Tourists
All Island Lodging	\$230,000	\$5,750,000	\$23,000,000	25,556	63,889
BILA Activities	\$26,064	\$651,600	\$2,606,400	2,896	7,240
DestinationBainbridge.com	\$13,464	\$336,600	\$1,346,400	1,496	3,740
Marketing & Promotions	\$4,950	\$123,750	\$495,000	550	1,375
New Initiatives	\$7,650	\$191,250	\$765,000	850	2,125

Expected impact on increased tourism in 2020.

BILA serves, almost exclusively, overnight visitors. Our estimated impact on the number of people traveling to Bainbridge Island is detailed in the preceding table. BILA's proposal has the potential to increase the number of people traveling to Bainbridge Island in several ways:

- Social media marketing to target people traveling at least 50 miles to reach the Island;
- The trip-planning orientation of the website enhances the attractiveness of the Island by presenting lodging options, itineraries, information about Island events and attractions;
- Availability calendars improve the ability for visitors to capture last-minute reservations;
- Travel packages, linking overnight accommodations with events, increase the number of people choosing to travel to the Island.

Expected impact on, or increase in, overnight stays on the island. BILA's activities are projected to increase overnight bookings by approximately 3,000 nights in 2020, and increase overnight tourists by 7,000 visitors.

Based on our website analytics for DestinationBainbridge.com, and clicks-through to individual lodging booking sites, we estimate that our website alone will generate 1,500 overnight tourists (assuming an occupancy of 2.2 visitors per reservation). We also project 550 additional overnight stays due to aggressive promotional strategies — and another 850 tourists from the new initiatives in this proposal.

Projected economic impact on Bainbridge Island. Multiple studies show that overnight visitors have a greater per capita economic impact than day visitors. Dean Runyan Associates reports that for every \$1 spent on accommodations in Washington State, \$4 is spent on local retailers, restaurants, arts and entertainment businesses.² In fact, overnight visitors account for 79% of all visitor spending in the State of Washington.³ The greatest economic impact for Bainbridge Island would support proposals that specifically focus on growing the number of overnight visitors.

The Lodging Association's proposal, by adding significant new overnight stays in 2020, could increase lodging tax revenues by \$26,000 and increase overnight visitor spending by \$2.5 M.

The project's potential to draw visitors to the Island and increase overnight stays during the off-season. Our proposal includes overnight promotions and packages that will be highly targeted toward off season overnight stays on the Island. Our continuing goal is to maximize off season travel.

The applicant's demonstrated history of organizational and project success. The Lodging Association is proud of its history in promoting overnight lodging and tourism. Individually our member partners are business owners who study our markets, trends, technology and tourism. We all undertake our own marketing activities and observe the results of our efforts with individual tourists, family reunions, weddings, meetings, tours and visitors considering a move to our Island. BILA has enjoyed 15 years of experience in managing tourism projects and lodging tax contracts.

SOURCES

² Dean Runyan Associates, "Washington State Travel Impacts & Visitor Volume 2001-2011," p. 11.

³ *Ibid.*, p. 12.

Describe partnerships with other organizations and businesses.

Our partnerships have been well described in our response to # 2 in the preceding section. The Lodging Association is aware of a new partnership between the Chamber and the Downtown Association to establish and fund Visit Bainbridge Island as a new tourism organization in the Island. We have not been invited to partner on that effort but have asked for efforts to avoid duplication of services. We have sought a commitment to work together on the new tourism calendar (from Arts & Humanities), visitor amenities, and off-peak promotions to draw overnight visitors to the Island.

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

Our proposal includes support for proven tourism services (\$45,000) as well as innovative uses of lodging tax funds (\$40,000). We identified the new uses as Strategic Initiatives for 2020. Notably they include a new tourism platform with three exciting components: a Welcome Guide, a City Guide and a mobile Event Guide. They also include testing a transportation shuttle for Island events.

Expected draw for the proposed event: increase in tourism and appeal to *community*.

Paint Out Winslow has expanded from a one day event in 2018 to a three day event in 2019 — with increasing number of artists and tourists. This off-season festival could become a nationally recognized Plein Air Festival drawing thousands of people. The event itself does not offer food and drinks so participants, art buyers, tourists and Island residents are encouraged to eat and shop at local restaurants and businesses. The event should draw 1,000 people in 2020.

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

BILA relies on Google Analytics, Facebook Insights, and our website's internal metrics to assess website success in the market. We are also track the number of referrals to accommodations from our website — and we can estimate how many result in bookings for individual businesses. We track our site landing pages and their popularity.

However, focusing solely on website metrics can distract us from the bigger picture — which is our impact on tourism. Our bottom line is increasing occupancy and lodging tax revenue as the real measures of our success. Staying focused on these measures — tied to the count of overnight visitors and the revenue produced, is the best way to ensure that various elements of our proposal are performing. Our success can be measured by the number of lodging and partner participants in our website, changes in lodging occupancy and in tax receipts.

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

BILA's proposal will be matched by the following contributions:

- \$16,500 from lodging owners dues and budgeted expenses from partners;
- \$25,700 matching in in-kind services from partners for blogs, assistance with overnight packages, production and distribution of itinerary rack cards;
- Additional donations toward Overnight Packages from co-sponsors and lodging owners.

IV. Supporting Documentation

Exhibit 1: 2018 Income/expense summary

Exhibit 2: 2019 budget and estimate of actual 2019 revenue and expenses

Exhibit 3. Budget for 2020 Paint Out Winslow Event and Partnership Letter

Exhibit 4. Google Analytics Report for DestinationBainbridge.com

Exhibit 5. List of events occurring in 2020

Exhibit 6. Letters of Support and Partnership

Exhibit 1: 2018 Budget and Expenditure Analysis for BI Lodging Association

Project Budget Detail	LTAC Adopted Budget	Actual Expenditures
New Website	\$ 8,000	\$9,520
Domain, hosting, updates	\$3,000	\$3,100
Partner to enhance listings of business & attractions	\$2,500	\$1,500
Calendar synchronization	\$2,500	\$4,920
Promote Bainbridge Island	\$10,000	\$10,368
Blogging	\$ 1,000	\$1,800
Overnight Travel Itineraries	\$ 1,500	\$750
Overnight Itinerary Rack Cards	\$ 3,500	\$3,200
Internet and Social Media Promotion	\$4,000	\$4,618
Island's Overnight Lodging	\$ 5,000	\$4,296
Familiarization and Training Workshops	\$ 1,000	\$1,796
Distribute maps, brochures & posters to lodging	\$ 500	\$500
Welcome to Bainbridge Island Handbook	\$ 3,500	\$2,000
Partnerships	\$27,000	\$25,816
Overnight Packages	\$ 4,000	\$4,366
Visit Kitsap	\$ 5,000	\$5,000
Social Media Campaign	\$5,000	\$3,300
BIDA's Walkabout Guide and Holiday Brochure	\$12,000	\$13,150
TOTAL	\$50,000	\$50,000

Exhibit 2: 2019 Projected Revenue and Expenditures for BI Lodging Association

Lodging Association Project Budget	Income		
2019 Lodging Tax Contract	\$50,000		
Matching contribution	\$6,000		
In-Kind contribution BILA Members	\$8,250		
Project Total Income	\$64,250		

Project Budget Expense Detail	LTAC Budget	Year to Date	Projected Year End
Administration & Overhead	\$3,500	\$2,284	\$3,474
Bookkeeping & accounting services	\$1,000	\$586	\$1,276
Office supplies & support	\$500	\$422	\$922
City required insurance	\$2,000	\$1,276	\$1,276
Destination Bainbridge Website	\$8,000	\$3,679	\$8,179
Website Management: domain, hosting, updates	\$ 3,000	\$879	\$3,179
Add listings of Island amenities & services	\$ 2,500	\$1,800	\$2,500
Calendar synchronization and sorting capabilities	\$ 2,500	\$1,000	\$2,500
Promote Bainbridge Island	\$13,500	\$5,950	\$13,619
Advertising	\$4,500	\$2,031	\$4,500
Promotional Tools: Blogs, Itineraries, Rack Cards	\$5,000	\$1,898	\$5,098
Internet and Social Media Promotion	\$4,000	\$2,021	\$4,021
Island's Overnight Lodging	\$ 3,000	\$3,385	\$4,385
Familiarization and Training Workshops	\$ 1,000	\$685	\$1,085
Distribute maps, brochures & posters to lodging	\$ 1,200	\$600	\$1,200
Welcome to Bainbridge Island Handbook	\$ 800	\$2,100	\$2,100
Partnerships	\$22,000	\$18,172	\$24,672
Partner on Paint Out Winslow	\$5,000	\$4,672	\$4,672
Off-season Promotional Packages	\$2,000	\$0	2,000
Social Media Campaigns	\$5,000	\$500	\$5000
BIDA's Walkabout Guide and other promotions	\$10,000	\$13,000	\$13,000
TOTAL	\$50,000	\$33,470	\$54,329

Exhibit 3: Supporting Materials for 2020 Paint Out Winslow

**Preliminary Budget
Paint Out Winslow 2020**

Volunteer Hours 250 Hours at \$25	\$6,250
Guest Artist Housing Donations and In-Kind Trades for Art Classes at Winslow Art Center	\$3,000
Operational Expenses Gift bags, Food & Beverages, Honorarium for Judges Appreciation Gifts for participants	\$4,000
Advertising and Promotion Website Marketing	\$2,500
Lodging Tax Contribution Via BILA and LTAC	\$2,500
Total	\$15,750

Exhibit 3: Partner Letter from Winslow Art Center and Paint Out Bainbridge

WINSLOW ART CENTER

*Art Classes and Workshops
Bainbridge Island & Italy*

Winslow Art Center Studio & Gallery
278 Winslow Way E, Suites 203 & 205
Bainbridge Island, WA 98110
(206) 715.6663
martha@winslowartcenter.com
10th September 2019

Dear Lodging Tax Advisory Committee Members,

I would like to begin by thanking you for supporting the 2019 Paint Out Winslow. Without your valuable assistance this event would not have been such a success. This year we extended Paint Out Winslow from a one-day to a three-day event, bringing in 45 painting participants and five guest artists and creating a sense of community on Bainbridge. Participants completed 100 paintings which were exhibited and for sale to the public. Over 20 paintings were sold over the course of three days and through their sale, we were able to raise over \$1,200 for the Bainbridge Island Historical Museum.

We welcome our continued partnership with the Bainbridge Island Lodging Association and appreciate their support for next year's Paint Out Winslow 2020. Our event will be growing from three to five days and will once again benefit the Bainbridge Island Historical Museum. As the host, Winslow Art Center will be actively seeking additional sponsors and partnerships to share the costs of producing this event. Additionally, we will seek broader participation by advertising in national publications.

By expanding this to a five-day destination event, we have the potential to increase the number of visiting artist participants, art enthusiasts, and art collectors who will come to explore and stay on Bainbridge Island. This year, one-third of the forty-five participants were from off-island and half of those were from out-of-state. Holding this event in September fills a need to offset a drop in tourism as we head into the off-season.

This year, our volunteer staff made the event run seamlessly, assisting with artist check-ins, food preparation for breakfasts and receptions, hanging paintings, processing sales

and photographing the event, among other activities. We had a team of volunteers located at different historic venues around the Island, specifically in Winslow and Lynwood Center. Volunteers provided valuable information to visitors about historical sites and pointed out different places where they could see artists painting. This encouraged visitors and community members alike to view the finished paintings at three different receptions at Winslow Art Center. We also provided volunteers to tell about the Bainbridge Island Historical Museum and encourage donations for their organization. For next year we will require volunteers to facilitate with similar activities but on a broader scale.

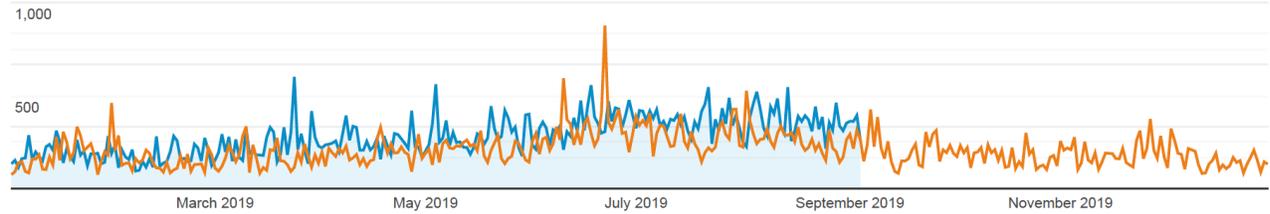
Winslow Art Center enthusiastically encourages the Lodging Tax Advisory Committee to consider the vital role that the Bainbridge Island Lodging Association plays in bringing visitors to Bainbridge Island and to helping local businesses and organizations. Paint Out Winslow is an opportunity to help with this objective. Thank you for your consideration.

Best regards,

Martha Jordan
Director, Winslow Art Center Studio & Gallery

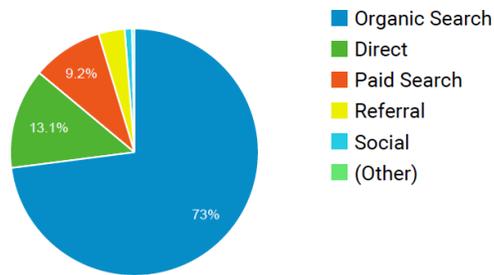
Exhibit 4: Google Analytics Report for DestinationBainbridge.com

Jan 1, 2019 - Sep 4, 2019: ● Pageviews
 Jan 1, 2018 - Dec 31, 2018: ● Pageviews



Top Channels

Jan 1, 2019 - Sep 4, 2019



Jan 1, 2018 - Dec 31, 2018

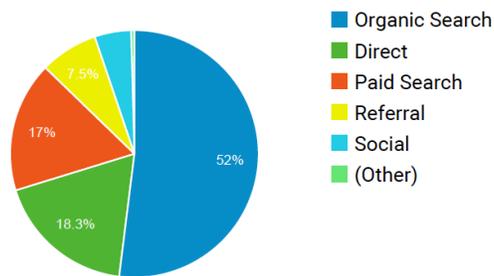


Exhibit 5: List of 2020 Events on Bainbridge Island

TOURISM EVENT CALENDAR	2020		
JANUARY		AUGUST	
New Year's Day Polar Bear Plunge	Jan 1	Founders' Pickelball Tournament	Aug 15-18
Mochi Tsuki Festival	Jan 4	Summer Studio Tour	
Hygge Getaway (proposed promotion)		Working Studios Tour	
		Sounds of Summer Outdoor Concerts - Wednesday	
FEBRUARY		Free Movies @ BattlePoint Park	
Wine on the Rock Weekend	Feb 15-16	Bike For Pie	
Romantic Getaway		Canoe Journey @ Suquamish	
Cupid's Walk	Feb 14-16	Chief Seattle Days @ Suquamish	
Chilly Hilly Bike Ride	Feb 23?		
		SEPTEMBER	
MARCH		Paint Out Winslow	Sept. 9-13
Girlfriends Getaway (proposed budget)		First Sundays Concert	
		Free Movies @ BattlePoint Park	
APRIL		Bainbridge Island Quilt Festival	
Poetry Month	April 1-30	Taste of Lynwood	
Poetry in the Garden	April 1-30	Harvest Fair – Johnson Farm	
mEGGa Egg Hunt			
Earth Day Activities		OCTOBER	
Scotch Broom Parade (or May)		Fall Color Getaway (proposed)	
		Island Oktoberfest	
MAY		Great Zucchini Race	
Wine on the Rock Weekend	May 9-10	Farmers' Market - Saturday	
North West Local Yarn Store Tour Farmers' Market		Super Squash Scavenger Hunt @ Bloedel	
Trillium Trail 10k & 5k		Haunted Hayride	
Vikingfest (Poulsbo)		Trick or Treat Downtown Winslow	Oct 31
Girls' Night Out			
		NOVEMBER	
JUNE		Wine on the Rock Weekend	Nov 7-8
Strawberry Festival		Celluloid Bainbridge Film Fest @ BIMA	
Boaters Fair		Turkey Trot Run	
Bainbridge Pride Festival (Waterfront Park)			
		DECEMBER	
JULY		Christmas in the Country	Dec 6-8
Wine on the Rock Weekend	July 25-26	Winter Studio Tour	Dec 6-8
Rotary Auction and Rummage Sale		Winter Wonderland	
Farmers' Market - Saturday		Downtown Holiday Open House	
July 3rd Street Dance & BBQ	July 3	Christmas Ships & Boat Parade	
Grand Old 4th of July	July 4	Holiday Village @ Bloedel Reserve	
Bard at Bloedel		Solstice Walks @ Bloedel Reserve	
Sounds of Summer Outdoor Concerts			

Exhibit 6: Letters of Support and Partnership from Winery Alliance

Sept. 12, 2019

LTAC Grant Selection Committee,

Please add our voice of support for BILA's application for LTAC funding.

The Winery Alliance of Bainbridge Island (WABI) is a critical part of growing the tourism of Bainbridge Island with a mission of raising awareness of Bainbridge Island as a wine destination worth the visit. WABI does this by producing the best wine possible using grapes grown on the island as well as from Eastern Washington and organizing events to attract wine lovers and promote tourism. These events are an opportunity to showcase our wineries and everything else our island has to offer.

To expand our efforts and increase attendance at our events, partnership with local organizations is vital. Overnight stays are especially important for our 2-day Wine on the Rock events since many participants look forward to visiting all the wineries - and seeing more of the island while they are here. BILA is a great partner, supporting our Wine on the Rock events with overnight packages and event promotion. We appreciate the diverse on-island lodging that offers visitors a new way to experience our island.

We look forward to continuing our collaboration with BILA in 2020 to develop overnight packages for the non-peak season..

Thank you,



