

**CITY OF BAINBRIDGE ISLAND
2018 LODGING TAX / TOURISM FUND PROPOSAL
COVER SHEET**

Project Name: Destination Bainbridge 2018

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

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Number of pages in proposal: 10 (plus Cover Page and 7 Required Exhibits)

	Funding Category	Dollar Amount
	Tourism marketing	\$52,000
	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.	
	Total Request:	\$52,000

I. Applicant Information

1. Describe the applicant organization's mission, history, areas of expertise. Describe applicant's experience in tourism promotion and demonstrated ability to complete projects.

Bainbridge Island Lodging Association (BILA) was established in 2001 and is incorporated as a 501(c)3 not-for-profit organization. The Association's mission is to engage in common marketing and to promote overnight tourism— while supporting lodging owner networking, shared business practices, and the cross-referral of guests. Since 2012, **our Association has taken the lead on Bainbridge Island in promoting overnight tourism via the Internet.** We concentrate on Internet marketing to increase on-line visibility of overnight accommodations while also publicizing local tourism attractions, restaurants, and activities.

The Lodging Association's efforts do not duplicate those of other tourism organizations, including the Chamber of Commerce and the Island's Downtown Association. Other Island tourism organizations focus on **welcoming and assisting day visitors**, through events, visitor centers, and brochures. Additionally, they coordinate with the Seattle Visitor Center and Seattle hotel concierges. In contrast, BILA concentrates on overnight travelers with our largest investment in Internet marketing. We work with Visit Kitsap Peninsula (VKP). We are also increasingly involved in hosting travel writers and travel agents for familiarization trips sponsored by the Port of Seattle.

In 2017, lodging tax funds were awarded to BILA to produce a brand new trip-planning website accessed at www.DestinationBainbridge.com. The grant allowed the Lodging Association to undertake Internet marketing including blogging, itineraries, Google placement advertising and social media promotions. And the funds empowered BILA to partner with local businesses, attractions, and tours to promote two and three night stays, generally during the off season for tourism on the Island. We are on track to complete those projects this year.

This application presents the **second phase of our new and distinct approach** to promoting overnight stays. One feature of our new approach is found in our efforts **to promote and assist every one of our Island's lodging businesses**, and all businesses and tourism attractions.

The second distinction of our approach is our **increasing commitment to collaboration**. In 2017, we added all restaurants and tourist attractions to our website. We worked closely with local visitor attractions to produce two and three night overnight packages. And we partnered with Visit Kitsap Peninsula to list lodging properties and extend our social media promotions. For 2018, the Lodging Association has initiated collaborative efforts with the Chamber of Commerce and Bainbridge Island Downtown Association (BIDA).

With 2,000+ new hotel rooms being built in Seattle we face increased competition for attracting overnight tourists. Our proposal for 2018 continues the approach started this year. It maintains and enhances the new website, continues Internet marketing, provides assistance and training to lodging property owners, and expands BILA's partnerships and collaboration in the community.

2. Please identify the project partner(s) and briefly describe the involvement of each.

BILA's 2018 application is a collaborative proposal with a large number of partners. First, our partnership involves **all licensed accommodations** on Bainbridge Island. Every lodging property is given a free listing of their accommodations at our new website. Owners have the option of paying dues for a premium listing with additional online photos.

Second, our proposal engages **local tourism experts**. Website services are managed locally and Kelly Shannon Gurza provides contract staffing activities. Local experts provide social media marketing. Our proposal includes local talent and contributes to our local economy.

Third, our proposal is offered in partnership with **local businesses and tourist attractions** — which are listed on our website. These partners are included in our directories, in new visitor itineraries and in blogs about visiting Bainbridge Island.

Fourth, this proposal engages partners in a “**Stay and Play**” coalition to bring visitors to the Island off-season — to participate in tours, events, and classes. In 2017, overnight packages were developed with the Island Wine Alliance, Bloedel Reserve, BARN and BPA. In 2018, these will expand to include Island restaurants and retail and a new package for Friends of the Farm.

In 2018, BILA will work closely with **Bainbridge Island Downtown Association and the Chamber of Commerce**. The Lodging Association proposal will contribute funds and advertising content to BIDA’s WalkAbout Guide. The Downtown Association will provide a match with in-kind assistance with blogs, our new shopping page, and overnight packages. Additionally we will work together with Visit Bainbridge staff to provide common information in our directories.

Finally, and for the second year, our regional tourism partner, **Kitsap Visitors Bureau**, has committed to promoting all Island lodging facilities with free on-line listings at their website www.VisitKitsap.com as well as advertising overnight packages through their social media activities and print advertising. The Lodging Association will subcontract with KPV for \$5,000 to be matched with a \$10,000 contribution (in print collateral and marketing assistance).

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 (2013-2017).

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	Website enhancement; Social media marketing and targeted advertising; Content development; Community partnerships.
2014	\$25,200	Website enhancement; Social media marketing; Content development; Member events; Promotional consulting.
2013	\$10,000	Marketing; Website update; Online marketing; targeted advertising; Brochure production; Graphics and copywriting.

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: Not Applicable.

II. Project Information

SCOPE: Identify the Project’s main objectives and how each will be achieved. Be as specific as possible about services, measurable impacts, distribution method and costs.

Travelers today rely on the Internet for travel inspiration and for committing to both a destination and to a 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 therefore concentrates on our web presence and Internet marketing.

OBJECTIVE A. Manage and enhance www.DestinationBainbridge.com – which is BILA's newly launched trip planning and lodging website. Augment the site with a new shopping page, added detail on local restaurants and attractions and www.BainbridgeGetaways.com to promote overnight packages. Expand applications of calendar synchronization.

Lodging tax funds awarded by the City of Bainbridge Island this year allowed the Lodging Association to develop a new trip planning website oriented to overnight tourists. The site is comprehensive and designed to provide **one-stop-shopping for overnight tourists**. It offers a directory of Island lodging, an up-to-date availability calendar, and search and sorting capabilities to assist travelers to find overnight accommodations that include their preferred amenities. The website presents a series of travel itineraries under the heading of "Planning Your Trip." And it presents directories, a map locator, and direct links to websites and booking sites for Island lodging as well as Bainbridge restaurants and Island tourist attractions.

The www.DestinationBainbridge.com website launched in the middle of August. An aggressive Google ad words campaign is currently underway to promote the new website and drive traffic to it. Currently, we have about 50% of lodging properties listed and we expect to have remaining properties on the site by the end of 2017.

We've discovered that one of the challenges of our new system is the lodging **availability calendar**. The new system successfully serves about 90% of our Island lodging owners. Lodging owners that utilize the biggest reservation systems, such as AirBnB and VRBO use a "cis" based calendar that can be easily accessed and duplicated at our website. Some larger properties, such as Best Western and The Eagle Harbor Inn, however, use more complicated hotel management software that cannot be automatically linked to our site.

Our proposal for 2018 includes the following, with cost estimates in the next section.

1. Routine **management and update of the new website** – including domain registrations, hosting, and the addition of new properties, restaurants and attractions.
2. Coordination with the Bainbridge Island Downtown Association and the Chamber of Commerce to **better promote local businesses and attractions**. Our common efforts will be to:
 - Update and **enhance website listings and links to local restaurants and tourist attractions**. In 2018, we want to include highlights about local restaurants and attractions.
 - Add a **shopping page** to the lodging website to promote local retail stores and services. BILA has appealed to other business associations on the Island to work on this activity.
 - Add a **button image or logo** to lodging and businesses that are members of the Chamber of Commerce and the Downtown Association. This simple addition will increase the credibility of lodging owners who are members of local business / tourism organizations.
3. Developing a fix for the **lodging availability calendar** to serve larger Island properties. Depending on both cost and the funding available this could be through a simple Google calendar that owners manually update or through a customized synchronization calendar.

OBJECTIVE B. Continue to promote overnight tourism through a package of marketing activities. Utilize blogs, trip itineraries, and Internet marketing to attract visitors. Reproduce the most popular itineraries in rack cards for multiple promotional uses.

1. **Blogging** is an important tool for drawing visitors to a website, for improving search engine ranking, and for promoting tourism to our Island. In 2017, BILA presented blogs on Parks and Trails, Best Beaches on Bainbridge, Wine on the Rock, and the Chilly Hilly Bike Ride with additional blogs scheduled this year on wineries and winter holiday events.

In 2018 we want to increase the number and variety of blogs -- while highlighting off season events and activities. Working with Visit Bainbridge we will spotlight local businesses, special happenings and tourist attractions. We also plan blogs on Island events and attractions like BIMA's jazz festival, Mochi Tsuki, and the Farmer's Market.

2. This year we developed three new **Itineraries** for overnight tourists to the Island. These are presented on the new website as "travel planners" and include: *Bainbridge For Foodies*, *Bainbridge for Couples*, and *Bainbridge for Families*. In 2018, we want to add new itineraries. We propose to work with the Downtown Association and the Chamber to target key market segments with itineraries for garden lovers, trail walkers, and history enthusiasts.
3. BILA proposes to convert five itineraries into **rack cards** for expanded distribution. The itineraries will also be made available at lodging, at the Visitor Centers, through concierges and to meetings and conventions coordinated by Visit Bainbridge.
4. Our 2018 proposal requests continued funding for **advertising through social media**. We have learned a lot this year and developed the skills and social media packages that seem to impact travelers. Focusing on Google site placement and on Facebook advertising has 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.

OBJECTIVE C. Assist lodging owners to provide quality services, ensure customer satisfaction and improve hospitality. Deliver quarterly training, familiarity tours of local attractions, tourism collateral and hospitality handbooks for each lodging facility.

An important part of BILA's mission is to assist lodging owners to provide attractive, high-quality accommodations. This is a tourism strategy: to improve lodging excellence and customer satisfaction. There is an ongoing need for training and informational resources for lodging owners.

This year the Lodging Association's meetings and trainings focused on marketing, including the use of photos, branding, and replying to customers' online comments. The October meeting will celebrate the launch of our new website, train lodging managers to maximize their benefits from www.DestinationBainbridge.com, provide a tour of the BARN facilities (a 2017 partner), and provide guidance on the overnight packages to be offered this fall and winter.

Our 2018 proposal provides for continuing training and personal assistance to lodging owners. It also proposes a solution to identified needs among lodging owners in the following:

1. Provide at least four **training and familiarization workshops** with lodging owners. These could include emergency management, training in testing and using fire extinguishers, a workshop with the Public Health Department and tours of local attractions.
2. Provide a clearinghouse of **tourist collateral** such as maps, brochures, rack cards, and event posters and distribute to lodging accommodations to present to overnight guests.
3. Develop an **Island Welcome Book** to be made available to guests at each lodging property. The Handbook will provide guests with hand-held information on local services, Island attractions, parks, hikes and beaches. This book will be an extension of the directories and itineraries presented on line and it will be created in coordination with Visit Bainbridge.

OBJECTIVE D: Enhance the Lodging Association's partnerships with the Chamber of Commerce, the Island Downtown Association, and Visit Kitsap Peninsula to promote overnight accommodations in tandem with multi-day tours, classes, performances and events. Support VKP and BIDA by subcontracting for collateral, marketing assistance, and the advertising overnight stays on BIDA's Downtown Walkabout Guide.

In 2017, the Lodging Association has been developing and testing the viability and effectiveness of overnight packages for the Island overnight guests. We have offered two packages to date – combining winery tours with overnight ‘accommodations and visits to Bloedel. This fall we will introduce overnight packages that feature:

- BPA’s production of Priscilla Queen of the Desert, October 13th – 29th
- The wine alliance’s “Wine on the Rock Tour,” November 11th and 12th
- Registration in a BARN weekend class.

We learned a lot, in 2017, about the attraction of overnight “Stay and Play” packages that bundle overnight lodging with meals, performances, and recreation. Lodging owners are fairly comfortable offering discounts or purchasing Island goods for guests – as part of an overnight package deal. A hesitation among restaurants and businesses to include discount coupons was a surprise to us. In contrast attractions like Bloedel Reserve, BPA, and KidiMu enthusiastically provided full price admission or discounts for performances, concerts, visits, and classes.

Our experience suggests that we need assistance to recruit restaurants and business participation. Consequently BILA has invited the Downtown Association and the Chamber of Commerce to actively participate, in 2018, in defining and promoting new stay and play bundles.

1. In 2018, BILA proposes to refine the offers of **overnight packages** and target specific audiences. First, we will work with BIDA and the Chamber on overnight packages that emphasize local restaurants and businesses. This could include promotional packages that provide a bottle of local wine, shopping discounts or a Bainbridge meal. Second, develop overnight packages with local attractions such as Bloedel, BIMA, BPA, KidiMu, Friends of the Farm and BARN. And, third develop a limited number of overnight packages for special, off-season events like “Wine on the Rock”, Island holidays, and a tour of Island farms.
2. As we did in 2017, the Lodging Association proposes **to partner with Visit Kitsap Peninsula (VKP)**, a regional tourism organization. VKP is an excellent source of professional marketing, promotions, advertising, and public relations programs. BILA will subcontract with VKP for \$5,000 in marketing services and collateral. VKP will provide \$10,000 of in-kind services including listing Island lodging on the regional www.VisitKitsap.com website.
3. We plan to continue the use of Internet marketing and social media promotions in 2018. BILA will promote the new website with Google ads to bring tourists to the site and expand its presence on search engines. And we will utilize **social media advertising**, including Facebook and google advertising to promote overnight packages.
4. Support the development and production of **BIDA’s WalkAbout Guide** with the purchase of advertising space on the guide. Our Association will assist in the preparation of an “Itinerary” and promotion of overnight tourism within the Guide.

Destination Bainbridge: Detailed Budget

Lodging Association Project Budget	Income
Requested 2018 Lodging Tax Award	\$52,000
Matching contribution from BILA Dues	\$4,000
In-Kind contribution BILA Members	\$6,750
In-Kind contribution VKP	\$10,000

In-kind contributions BIDA	\$6,000
Project Total Income	\$78,750

Project Budget Detail	LTAC Request	Other Sources	Value of In Kind
New Website	\$ 8,000	\$1,000	\$1,000
Domain, hosting, updates	\$ 3,000		
Partner to enhance listings of business & attractions	\$ 2,500	\$1,000	
Calendar synchronization	\$2,500		\$1,000
Promote Bainbridge Island	\$ 12,000	\$1,000	\$2,250
Blogging	\$ 1,000		\$500
Overnight Travel Itineraries	\$ 1,500	\$1,000	
Overnight Itinerary Rack Cards	\$ 3,500		\$1,750
Internet and Social Media Promotion	\$ 6,000		
Island's Overnight Lodging	\$ 5,000	\$1,000	\$1,750
Familiarization and Training Workshops	\$ 1,000		
Distribute maps, brochures & posters to lodging	\$ 500		\$1,000
Welcome to Bainbridge Island Handbook	\$ 3,500	\$1,000	\$750
Partnerships	\$ 27,000	\$1,000	\$16,750
Overnight Packages	\$ 4,000	\$1,000	\$1,750
Visit Kitsap	\$ 5,000		\$10,000
Social Media Campaign	\$ 6,000		
BIDA's Walkabout Guide	\$12,000		\$6,000
TOTAL	\$ 52,000	\$4,000	\$22,750

Destination Bainbridge: Project Timeline

Major Milestones	Date
Enter 2018 Lodging Tax Contract with COBI	January
Subcontract for website management	January
Work with partners to promote Island	Ongoing
Enhance website with new pages and itineraries	February - May
Launch overnight packages for Spring & Summer	February - March

Design and produce Itinerary rack cards	May & June
Blogging and Internet advertising	Ongoing
Conduct quarterly trainings & networking for lodging partners	Ongoing
Develop “Welcome To Bainbridge Island” Handbook	January - June
Launch overnight packages for Fall & Winter	September
Assess impacts, apply for 2019 funding, prepare reports	Oct - Dec

Destination Bainbridge: Budget Scalability

We've done our best to identify project costs for each element in our proposal — so the LTAC can quickly grasp the expenditures needed to reach our objectives. We have also been realistic in our cost estimates. Rather than padding our proposal, with the expectation that we will receive only part of the project budget, we are presenting what we consider to be level-headed estimates of costs. If full funding is impossible, BILA will need to reduce expenditures supporting the Downtown Walkabout Guide. Beyond that project we will likely reduce expenditures proportionally.

Tourism Project Selection Criteria

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 2018. 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 will travel from another country or state outside of Washington State to attend the activity. If appropriate, compare/contrast this impact to actual number of tourists at your event/facility in 2016 and estimates for 2017.

BILA’s proposal has the potential to increase the number of people traveling to Bainbridge Island in several ways:

- Social media marketing targets people traveling at least 50 miles to reach the Island;
- The new 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 and classes, increase the number of people choosing to travel to the Island.
- Our community partnerships identify and promote tours, classes, and events through social media channels that are not being used by our partners or other tourism organizations.

Since BILA serves, almost exclusively, overnight visitors our estimated impact on the number of people traveling to Bainbridge Island is detailed in the following response.

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 2018 as a result of proposed activities. Please include the basis for any estimates.

BILA’s activities are projected to increase overnight bookings by 6,500 nights in 2018, and increase overnight tourists by nearly 14,600 visitors, as explained below.

With heavy promotion of the new www.DestinationBainbridge.com we estimate that an increase in overnight stays of approximately 10% — increasing the count of overnight tourists by 11,250 (assuming an occupancy of 2.25 visitors per reservation). This estimate is based on increases experienced in the first year at similar destination websites. We also project 1,500 additional overnight stays due to aggressive marketing services. — leading to an estimate of nearly 6,500 new overnight stays overall.

C. Projected economic impact on Bainbridge businesses, facilities, events and amenities, including sales of overnight lodging, meals, tours, gifts, and souvenirs.

Day visitors are a vital part of Bainbridge Island’s tourism market, but multiple studies show that overnight visitors have a greater per capita economic impact. 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.¹ In fact, overnight visitors account for 79% of all visitor spending in the State of Washington.²** The greatest economic impact for Bainbridge Island appears to be to support proposals that *specifically focus* on growing the number of overnight visitors.

The Lodging Association’s proposal, by adding significant new overnight stays in 2018, should increase lodging tax revenues by \$28,000 and increase overnight visitor spending by close to \$1,000,000.

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.

Our proposal includes overnight packages that will be highly targeted toward off season overnight stays on the Island. As noted in our response to Criteria B, BILA expects a 10% increase in overnight bookings, due to the new website. We also project, conservatively, 1,500 additional overnight stays due to the promotion of overnight packages — leading to an estimate of **6,500 new overnight stays during 2018**.

	Lodging Taxes Generated	Lodging Revenues Generated	Estimated Count of Room Nights	Estimated Count of Overnight Tourists	Change From Previous Year
2015	\$175,796	\$8,789,800	39,066	87,898	23%
2016	\$215,228	\$10,761,400	47,828	107,614	22%
2017	\$225,000	\$11,250,000	50,000	112,500	5%
10% Increase: new website	\$22,500	\$1,125,000	5,000	11,250	
3% Increase: marketing services	\$6,750	\$337,500	1,500	3,375	
Other travel trends	\$225,000	\$11,250,000	50,000	112,500	
Projected 2018	\$254,250	\$12,712,500	56,500	127,125	13%

SOURCES

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

² Ibid., p. 12.

E. The applicants' 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.

In working together on this application we bring a wealth of backgrounds and talents to the table. Innkeepers are former public employees, lawyers, developers, software engineers, landscape architects, designers, photographers, and artists. We bring extraordinary experience in project management, in education and in community efforts.

Finally, BILA has enjoyed 15 years of experience in managing tourism projects and lodging tax contracts.

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.

Our partnerships have been well described in our response to Question 2 page 2.

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

BILA relies on Google Analytics, Facebook Insights, and our website's internal metrics to assess website success in the market.

With our new listings we will be able to track the number of referrals to accommodations from our website — and we can estimate how many result in bookings for individual lodging businesses. We can count the number and types of links from our website 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 actually performing. Our success can be measured by the number of lodging and partner participants in our proposals, the count of workshop participants, purchases of overnight packages, changes in lodging occupancy and changes in lodging tax receipts.

H. 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:

- \$4,000 from lodging owners dues;
- 1,200 hours of members time for training, counsel, promotion, and special events;
- \$5,000 in purchased marketing from Kitsap Visitors Bureau;
- \$10,000 match in advertising and free lodging listings from Visit Kitsap Peninsula;
- \$12,000 contribution toward BIDA's Walkabout Guide;
- \$6,000 match in in-kind services from the Downtown Association for blogs, assistance with overnight packages, production and distribution of itinerary rack cards;
- Additional donations toward "Stay and Play" overnight Packages from co-sponsors and lodging owners.

EXHIBIT 1: 2016 REVENUE AND EXPENDITURES

Bainbridge Island Lodging Association 2016 Revenues and Expenditures

2016 Income	Value
Carryover from 2016	\$9,585
Member Contributions	\$2,456
Member Volunteer Hours (in-kind at \$25 per hour)	\$35,000
COBI Lodging Tax	\$0
Total Income	\$47,041
2016 Expenses	Value
Member Volunteer Hours (in-kind at \$25 per hour)	\$35,000
Office Expenses	\$539
Legal, Accounting and Insurance	\$659
Marketing Consultant	\$6,429
Advertising and Promotion	
Website Management	\$450
Website Marketing and Development	
Total Expenditures	\$43,077
Carryover to Following Year	\$3,964

EXHIBIT 2: 2017 REVENUE & EXPENSES
Through September 30, 2017

Bainbridge Island Lodging Association
2017 Revenues and Expenditures through 3rd Quarter

2017 Income	Value
Carryover from 2016	\$3,964
Member Contributions (dues to be collected 4th quarter)	
Member Volunteer Hours (in-kind at \$25 per hour)	<i>\$30,000</i>
COBI Lodging Tax	\$19,034
Total Income	\$52,998
2017 Expenses	Value
Member Volunteer Hours (in-kind at \$25 per hour)	<i>\$30,000</i>
Office Expenses	\$510
Legal, Accounting and Insurance	\$1,613
Marketing Consultant	\$6,668
Advertising and Promotion	\$1,292
Website Management	\$785
Website Marketing and Development	\$10,718
Total Expenditures	\$51,586
Currently Available	\$1,412

EXHIBIT 3: 2017 ADOPTED BUDGET

Bainbridge Island Lodging Association 2017 Adopted Budget

	LTAC REQUEST			BILA Match		
	Website Contracts	Marketing Contracts	Total Request	Matching Dollars	In-Kind Services	Total Match
New Trip Planning Website						
Brochure for lodging owners		\$1,250				
Mailings, advertising, followup with lodging owners		\$1,800			\$2,400	
Contract software for directory, calendar, & search	\$3,750	\$500				
Develop calendar synchronization		\$500		\$3,000	\$480	
Expand access to directory: link with tourism sites	\$400	\$1,800			\$1,200	
Duplicate directory and imbed in tourism sites	\$600					
Contract Jeff Logan: upgrade site name & design	\$3,000	\$1,900				
Google placement ads & social media marketing	\$3,000	\$1,000		\$1,000		
KVP in-kind membership trade					\$2,500	
Subtotal	\$10,750	\$8,750	\$19,500	\$4,000	\$6,580	\$10,580
Revive Marketing Tools to promote Island travel						
Bloggng — 18 blogs		\$1,800			\$1,200	
Itineraries — 5 two-day packages		\$2,500			\$240	
Weekly Event Calendar — 12 issues		\$1,800		\$200	\$1,200	
Cooperative Marketing with VKP					\$5,000	
Subtotal		\$6,100	\$6,100	\$200	\$7,640	\$7,840
Promote quality lodging services						
Quarterly Training & Networking		\$1,600		\$800	\$1,200	
Resource Lists for local guest services		\$800			\$600	
Subtotal		\$2,400	\$2,400	\$800	\$1,800	\$2,600
B2B Partnerships						
Update website: restaurants & attractions		\$1,200			\$300	
Maintain and add links and imbedded lodging lists	\$300	\$1,200				
Develop and negotiate travel packages		\$3,300			\$3,480	
Contract for local design services		\$500				
Contract with VKP: radio, print, and digital ads		\$5,000		\$5,000		
Social Media Advertising	\$3,000					
Campaign development and management		\$5,500			\$2,500	
Subtotal	\$3,300	\$16,700	\$20,000	\$5,000	\$6,280	\$11,280
Project Totals	\$14,050	\$33,950	\$48,000	\$10,000	\$22,300	\$32,300

EXHIBIT 4: Letter of Support
Bainbridge Island Downtown Association



September 13, 2017

To: 2018 Lodging Tax Advisory Committee

From: Jerri Lane, Executive Director, Bainbridge Island Downtown Association Re: Letter of support for Bainbridge Island Lodging Association

I would like to offer our support for the Bainbridge Island Lodging Association's Lodging Tax Proposal to fund a variety of Lodging services, destination marketing initiatives and visitor support.

We encourage the Lodging Tax Advisory Committee to consider the value that the combined efforts of the Chamber, Downtown Association and Bainbridge Island Lodging Association provide to ensuring effective outreach and an enhanced visitor experience. The three entities seek to provide services and destination marketing information that complement each other without overlapping.

With best regards,

Jerri Lane
Executive Director
Bainbridge Island Downtown Association

120 Madrone Lane North, Suite 203 | Bainbridge Island WA 98110 | info@bainbridgedowntown.org | 206 842-2982 | www.bainbridgedowntown.org

**EXHIBIT 5: Letter of Support
Winery Alliance of Bainbridge Island**

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. In order to expand our efforts and increase attendance at our events, partnership with local organizations is imperative. BILA is an obvious and necessary partner to help us increase overnight stays on the island during our wine weekend events - Wine on the Rock.

BILA was a great partner in supporting our Wine on the Rock events in 2017 through overnight packages and event promotion via Facebook and their website. We understand the importance of diverse on-island lodging and offering a great overnight travel experience for our visitors is key to any great wine weekend experience.

We look forward to being involved in the BILA travel package offerings and are in discussion about collaborating on a winemaker reception before our 2018 Wine on the Rock events. With additional funds and effective partnerships, we can grow these numbers of our wine weekends even more and attract more visitors for two or three night stays (especially in the off season) with BILA support.

Thank you,



EXHIBIT 6: Letter of Support
Friends of the Farm

221 Winslow Way West, Suite 103
Bainbridge Island, Washington
98110
206.842.5537
www.friendsofthefarms.org



September 14, 2017

Dear LTAC Committee members,

Friend of the Farms is pleased to offer its support for the Bainbridge Island Lodging Association's request for funding through the 2018 Lodging/Tourism Fund.

Friends of the Farms and BILA will work collaboratively to create a lodging package that includes the planned Harvest Fair and incorporating other venues and events to encourage a multi-night stay. We will also cross-promote via our websites and social media.

We look forward to working with the Bainbridge Island Lodging Association in their future events and endeavors to increase tourism and associated revenue to our local economy.

Sincerely,

Heather Burger
Executive Director
Friends of the Farms
221 Winslow Way W, Suite 103
Bainbridge Island, WA 98110
206.842.5537
heather.burger@friendsofthefarms.org
www.friendsofthefarms.org

**EXHIBIT 7: Letter of Support
Visit Kitsap Peninsula**



September 15, 2017

To: Members of the 2017 Bainbridge Island Lodging Tax Advisory Committee
Re: Bainbridge Island Lodging Association /Bainbridge Island Tourism Industry

Dear Bainbridge Island Lodging Tax Advisory Committee Members:

Visit Kitsap Peninsula (VKP) appreciates the contribution that Bainbridge Island makes to Kitsap County's growing and successful tourism sector and diversification of the region's economy. We welcome the opportunity to partner with the Bainbridge Island Lodging Association (BILA) and its membership in 2018 to showcase Bainbridge Island as a year-round destination for day and overnight visitors.

As part of this mutually beneficial regional partnership, Visit Kitsap Peninsula will contribute \$10,000 in combined cash and in-kind matching funds to BILA to implement marketing programs to promote Bainbridge Island lodging establishments that are the source of lodging tax revenues that benefit a wide-range of community events and non-profit organizations.

During the past several years, the VKP has promoted Bainbridge Island, its events, parks, attractions and many businesses on the VKP website. We have also featured BI locations on the KP National Water Trails map and the City of Bainbridge Island and cycling routes on the popular VKP Visitor Guide & Outdoor Recreation Map.

As part of the 2018 partnership, the VKP will provide BILA, its membership and strategic partners with year-round access to the powerful and popular VKP website, events calendar, digital newsletters and social media/marketing resources to promote lodging packages, support Bainbridge Island arts, recreation, farms and other tourism related activities to attract visitors.

Fully booked hotels, B&Bs, Airbnbs and VRBOs mean full restaurants, pubs, galleries, shops, theaters, attractions and events that collectively help generate vital lodging tax dollars that benefit all Bainbridge Island tourism stakeholders.

The VKP encourages the lodging tax committee to approve the BILA application for 2017 and take advantage of the \$10,000 in matching marketing funds offered by Visit Kitsap Peninsula to support Bainbridge Island's 2018 tourism goals.

Patricia Graf-Hoke
Director, Visit Kitsap Peninsula

800-373-0580 - info@visitkitsap.com - 9230 Bayshore Dr. NW, Suite 101, Silverdale, WA 983838 - www.VisitKitsap.com
Official Destination Marketing Organization & Website for the Kitsap Peninsula Region.