

Winery Alliance of Bainbridge Island Wine on the Rock/LTAC Final Report for 2019

The Winery Alliance of Bainbridge Island was extremely grateful and excited to receive \$15,000 in LTAC funds to support the awareness and growth of Bainbridge Island's seven wineries primarily through four Wine on the Rock (WOTR) events. Each of these WOTR events was held over two weekend days, 12- 5pm each day, and were successful in creating awareness for Bainbridge Island and the wineries in 2019.

The success of our 2019 events to date can be measured by the below results:

- 589 event attendees for three events to date:

- 143 for February event
- 136 for May event
- 165 for July event
- 145 for November event
- 93% of event tickets were sold to those who live outside of Bainbridge Island. This percentage is consistent with the 2018 off island WOTR ticket sales. Our marketing and outreach efforts have resulted over 1 million impressions. Focused advertising has been through Facebook ads, radio commercials, WABI website, individual winery websites, multiple event listing websites like Visit Kitsap Peninsula, Washington State Wine and Visit Seattle. Details per channel:

- Facebook Ads

o Reach: 201K Impressions: 245K

- WABI Website

o Events listed on website with ticket link. Custom link clicks for 2019 events:

February: 1,094 May: 600 July: 837 Nov: 1,359

- Washington State Wine

o Each event posted on website

Visit Kitsap Peninsula

o Posted event on website

o Facebook post over w/ 9,352 followers

o Boosted Facebook post - thousands more impressions

o eNewsletter w/ 13K subscribers

- North Kitsap Tourism Coalition: Created 1 promo video, Video sent to email list and multiple ads place on Facebook page (3,817 likes), Inclusion on website events

- Localwineevents.com & The Juice email list: Weekly emails the month before the event to over 12K on email list

- Kitsap Sun: Article published in Kitsap Weekly, Event posted on website

- Bainbridge Island Review: Event posted on website

- BI Chamber of Commerce: Event posted on website, Social Media posts to Facebook (1,326 likes) and Instagram (947 followers)

- www.winesnorthwest.com: Event posted on website

- Winery Promotion: Each of the five participating wineries sent multiple newsletters to their wine club and email list as well as promoted on their Facebook pages

- Alaska Beyond Magazine

- Article published about BI wineries

- The Sip Northwest Magazine

- Article published about BI wineries

- Westsound Home and Garden Magazine

- Article published about BI wineries

- Posters displayed at:

o Docs, Blackbird Bakery (3x), Bulletin board on Madrone Ln, Cups, T&C, Lynnwood Center

o Off Island at Central Market & Poulsbo Front St bulletin board.

BI Lodging Association

Most people who attend our Wine on the Rock events are traveling from out of the area (93%) and needed a room for the night. The Winery Alliance of Bainbridge Island (WABI) partnered with BI Lodging to offer discounts and special wine packages for wine weekend events to encourage overnight stays.

Visit Kitsap Peninsula

Supported our events with robust marketing outreach including posting all our Wine on the Rock events on their website, posted on their Facebook page with over 9,352 followers and paid to boost our event posts (from Visit Kitsap funds), garnering thousands more impressions. WABI will continue to partner with Visit Kitsap and include Visit Kitsap on our website.

North Kitsap Tourism Coalition

NKTC produced a promo video for our May and July WOTR events and has also used their funds to boost our WOTR events all three times in 2019. 233 people went to the WOTR ticket pages via Facebook ads, organic Facebook posts, the NKTC website, and their monthly newsletters. Challenges this year were caused by the snowstorm in February and the lack of access to advertising funds in July. Both of these issues were caused by external issues (weather, NKTC changing of banks). 3 different Facebook ad campaigns ran and 2 organic posts went up. Emails went out three times about both WOTR events. These efforts had a reach of 7,593. Many people are seeing these events due to the NKTC efforts and even if they don't purchase a ticket as a direct result, they now know about WOTR and may attend in the future.

Visit Bainbridge Island/Bainbridge Island Downtown Association

WOTR events and the wineries have been heavily promoted due to the efforts and partnership with Visit Bainbridge. We work closely with Chris Mueller to provide event information and content which she shares with the Seattle concierge's and other contacts in Seattle to share with their audiences. Due to our partnership with Visit Bainbridge Island, WABI and other BI organizations have been at the Seattle Concierge trade show and were able to share our wine and WOTR events with the concierges. Our WOTR rack cards are in many downtown hotels and provide out of town guests one more reason to visit the island.

In addition, WABI, BI Chamber, Visit Bainbridge Island, Tour Bainbridge Island and BILA meet monthly to discuss tourism, projects and how we can better work together to make the island an attraction for tourists. These meetings had a strong impact on 2019 WOTR results.

There were several external factors which attributed to softer 2019 WOTR ticket sales. Snowmagedden (the huge snow storm) happened the weekend of our February 2019 WOTR event. We had to cancel the event and re-scheduled the following weekend, which resulted in a lot of ticket refunds and lower attendance. The Lodging Association also lost their marketing consultant which significantly impacted the cross-promotion of our events with the lodging members. We also had two island wineries decide to not participate in future WOTR events.

Additional Events

LTAC funds helped us attend two off island wine focused events. We received great visibility with wine lovers in the area surrounding BI, received very positive feedback on our wines and created interest and a reason to visit Bainbridge Island. We were excited to be able to attend and would like to continue to build on the momentum by attending these events again next year. These events were:

Taste Washington: We attended Taste Washington for the first time in 2017 with support of LTAC funds and had great awareness for our Wine on the Rock events and BI. In 2019, most event attendees were surprised to find that there are seven wineries on BI and were excited to visit for Wine on the Rock

events. We distributed over 1000 rack cards advertising our events.

Kitsap Wine Festival: Event was held in Bremerton at the Fountain Park and was a great event to reach those that are in Bremerton, Gig Harbor, Port Orchard and beyond. Like other events, many attendees were surprised to hear about the wineries in their backyard and wanted to visit. This event had record attendance of over 1K.

Wine Trail App

We worked with Kingston-North Kitsap Rotary to develop a wine trail app utilizing the existing “Donor Trail App” that is being used for the Kitsap-Olympic Ale Trail. How it works: You purchase the Kitsap-Olympic Wine Trail Pass for \$30.00 on the Donor Trail App or you can purchase a gift card that you redeem on the App. The Kingston-North Kitsap Rotary Club manages the collection of the donations which is selected by the app purchaser. Two non-profit choices are North Kitsap Rotary Club and One Call for All. The trail pass is good for one year from the time it’s activated. Six Bainbridge Island wineries offer a two for one flight, redeemable in the tasting rooms.

None of this work would have gotten done without our marketing consultant. She was able to build relationships with key media influencers and the WA State Wine Commission which has already opened many doors for wine opportunities on Bainbridge Island. The LTAC funds have allowed WABI to do and create things that would have never been possible before. We are so excited to see the collaboration with the wineries as well as local organization and look forward to continuing this momentum to make 2020 an even better year for attracting tourists to Bainbridge Island.