

**CITY OF BAINBRIDGE ISLAND
2021 LODGING/TOURISM FUND PROPOSAL
COVER SHEET**

Project Name: Visit Bainbridge Island Multi Media Destination Marketing Campaign

Name of Applicant Organization:

Visit Bainbridge Island

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

Visit Bainbridge Island is a 501(c)(6), Tax ID # 83-4290465

Date of Incorporation as a Washington State Corporation and UBI Number:

Date of Incorporation March 27, 2019, UBI 604-419-884

Primary Contact:

Christine Mueller, Executive Director

Mailing Address: POB 282, 321 High School Road NE, Ste D3

Bainbridge Island, WA 98110-2648

Email(s): Chris@VisitBainbridge.com

Day phone: (206) 227-3612 Cell phone: (206) 227-3612

Please indicate the type of project described in your proposal:

v	Project Type
<input checked="" type="checkbox"/>	Tourism marketing
<input type="checkbox"/>	Marketing and operations of special events and festivals designed to attract tourists
<input checked="" type="checkbox"/>	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
<input type="checkbox"/>	Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality or a public facilities district*

*If the proposal requests funds for a tourism-related facility, please indicate the legal owner of that facility:

Visit Bainbridge Island

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Visit Bainbridge Island 2021

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.

VBI Mission, history and areas of expertise

The mission of Visit Bainbridge Island (hereinafter referred to as VBI) is to operate as the Island’s Official Destination Marketing Organization (DMO). VBI is dedicated to promoting Bainbridge as an ideal travel destination through innovative advertising programs and collaborative partnerships to encourage overnight visitors. This in turn creates long term and sustainable economic growth for the Island and its many tourism partners.

VBI has been operating with a part time Executive Director since June 2017 with initial funding from the BI Chamber (BICC) and the BI Downtown Association (BIDA). Incorporated in March 2019 as a 501(c)6, VBI was awarded its first LTAC grant for its 2020 operations. This year, VBI has navigated difficult waters with the advent of a global pandemic. According to the Washington Tourism Alliance (WTA), visitor spending in Washington has declined by \$3.8 billion since March 1, 2020 as compared with last year’s figures. Through this, VBI has remained nimble and has pivoted its marketing plan to online platforms to achieve its scope of work. With so many uncertainties with the pandemic, VBI continues to look forward and focus on building destination awareness to capture a share of the remaining regional travel spend. There’s optimism in the tourism industry for 2021 and VBI wants to capitalize on that with robust marketing. For that we need your support for funding.

2. If appropriate, please identify any project partners and briefly describe the involvement of each. Please note that the maximum award of \$112,500 will apply to any single project, even if proposed by a team of partners.

As you will note throughout this proposal, collaboration remains a key platform and focus for VBI. This will be especially critical in 2021 as we prepare for eminent recovery. It should be noted, the project partners are sensitive to the extraordinary challenges facing our community, especially the tourism sector due to the ongoing pandemic. All work will consider the current reopening phase and reflect the guidelines recommended by state and local government agencies.

Bainbridge Island Tourism Advertising and Promotion Campaign

As the designated DMO for Bainbridge Island, VBI will take the lead for a Marketing campaign aimed at tourism recovery. VBI will establish an advisory committee to work collaboratively to guide the defined scope of work, monitor project progress and approve deliverables. Project partners will include; arts and culture representatives; museums and attractions; lodging; retail and restaurants; wineries and distilleries. This project is not meant to replace individual stakeholder marketing programs, instead it is meant to build greater awareness for Bainbridge Island as a recognized and appealing destination for overnight travelers. Details are documented under proposed project scope.

Arts and Humanities Virtual Creative District

As Arts & Humanities Bainbridge (AHB) embarks on creating a virtual Creative District showcasing the wealth of creative endeavors on Bainbridge, VBI and the Bainbridge Island Lodging Association (BILA) will collaborate with AHB to amplify these efforts with our off-Island visitors.

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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 (2016-2020).

VBI was awarded its first Lodging Tax grant for a 2020 Multi Media Destination Marketing Campaign in the amount of \$50,000. Prior to this, in 2018 and 2019, BIDA and the BICC collaborated using LTAC funds to launch an initial Bainbridge Island Visitors Bureau, which was incorporated as Visit Bainbridge Island in March 2019, as a 501c(6).

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: No applicable

1. Describe the proposed project.

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

The main objective of Visit Bainbridge Island is to function as the official Destination Marketing Organization (DMO) for the Island. Its primary focus is to attract visitors for the purpose of enhancing the local economy through visitor bookings of overnight accommodations, food and beverage purchases, retail, transportation and visitor services.

In keeping with this objective, VBI has developed a strong scope of work for the Island with a tactical focus on COVID-19 tourism recovery and our "shoulder season" periods of October 1st until Memorial Day. VBI has served as the gateway to the Island, fostering a unified and collaborative approach to marketing Bainbridge Island with its many tourism partners. A vibrant tourism community will result in economic vitality for restaurants, attractions, retail stores, festivals, cultural, and sporting events.

Project Objective A: Administrative Expenses

Continue building on the infrastructure and administration of VBI to include support for CPA, insurance, office supplies, postage, post office box, mailing fees, industry publications and business licenses.

Project Objective B: Wayfinding Visitor Experience

Without exception, most modern cities face common problems around wayfinding. This typically leads to poor navigation by visitors and residents alike, however developments in new technology have sparked numerous innovations in this space. In 2021, VBI will adopt and deploy a digital end-user application aimed at providing visitors with a navigational tool to explore Bainbridge on their mobile device. By adopting a curated, digital approach, we will highlight local restaurants, attractions, tasting rooms, retailers and lodging establishments with content accessed by a unique QR code.

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Project Objective C: Advertising and Promotion

Advertising and Promotion: The overall goal of VBI is to market Bainbridge to the regional drive markets through digital and print campaigns, focusing on the “shoulder season”. Examples of target markets include the Olympic Peninsula, I-5 corridor, greater Seattle, Tacoma, Olympia, Portland, etc.

VBI is sensitive to understanding that “reopening” tourism from the impact of a global pandemic will be set by the guidelines and protocols recommended by state and local government agencies.

Aimed at tourism recovery efforts, VBI will deploy a targeted **Bainbridge Island Tourism Advertising and Promotion Campaign**. This partner campaign (described under Partnerships), aims to amplify and reinforce Bainbridge’s most appealing features to increase overnight visitors. With a coordinated approach, the multi-channel brand awareness campaign will inclusively strengthen our marketing efforts while ensuring the Bainbridge narrative is consistently communicated. The expected result will be measurable awareness in Bainbridge Island’s recognition as a destination of choice in target markets.

Social Media: Branded social media is a controlled advocacy message that spurs engagement among followers and cultivates new ones. This will in turn increase awareness and exposure of Bainbridge Island as the ideal travel destination. Launching Instagram and Facebook accounts on April 28, 2020, VBI has steadily grown its followers (IG 0-455 followers, FB 0-200). In 2021, we will continue to focus on frequency of content posting, paid promotion and brand persona. We will host select PNW and travel-inspired influencers to boost exposure and engagement for Bainbridge and its partners. Reposting from our local partners will also help to amplify their efforts with shared hashtags.

Photography/Videography: In 2020, VBI purchased rights to an image from local BI photographer, Pete Saloutos to be used as our official destination image. To fulfill media inquiries, advertising opportunities and campaigns, VBI must begin to develop a robust library of additional professional images and possibly video. Through thoughtful curated images, we will begin to establish visual communication standards for Bainbridge. This library of images would be available to partners as a community asset for use as noted above.

Website: In 2020, VBI launched its refreshed website with a new domain and partner integrations for a more robust visitor experience. New features to VisitBainbridgeIsland.org include a master calendar of events and a robust tourism business directory through innovation and partnership with Arts & Humanities Bainbridge. All lodging is now showcased through a seamless integration with Destination Bainbridge’s website. Moving forward, 2021 VBI website costs include: annual hosting and maintenance fees, updates to content, Google key word placement, Search Engine Optimization (SEO) and directory/calendar syndication fees.

Industry Affiliations and Memberships: Partnering with organizations who promote and advocate for tourism on both a local and national level is critical for networking and keeping current with industry innovation. VBI will maintain memberships with Visit Seattle, Greater Seattle Business Association (GSBA), Washington Tourism Alliance (WTA), Washington State Destination Marketing Organizations (WSDMO) and Meeting Professionals International (MPI). Local Bainbridge memberships to include BIDA and BICC.

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Inbound FAMS, Site Inspections and Media Visits: The key focus of VBI is to bring the best quality overnight business to Bainbridge. Pre-COVID-19, VBI would work with its partners to coordinate in person media visits, prequalified meeting and event site inspections and quarterly Familiarization (FAM) trips for those unfamiliar with Bainbridge. VBI, will continue to coordinate these efforts shifting to online platforms for the time being. Depending upon how things begin to open up in Washington, there's a possibility for COVID-safe FAM trips for media.

Outbound Sales Missions and Event Representation: Although most industry trade shows and events were cancelled in 2020, once it's safe to resume in person meetings, VBI will seek opportunities to represent Bainbridge in outbound client events and sales missions, examples could include; Corporate Travel Industry Days with local employers, Go West Summit and regional Visit Seattle sales missions promoting to out of state visitors. VBI will also continue to organize Bainbridge tourism partner participation in local tradeshow such as the NW Event Show, Seattle Hotel Concierge Association Tradeshow, and Visit Seattle Customer and Partner events.

Objective D: Sustainable Funding

Membership Outreach: Due to the severe economic whiplash brought on by the pandemic, this planned 2020 goal was postponed. In 2021, VBI will introduce a membership program to support its long-term sustainability. Membership will have identified benefits and access to VBI assets, examples could include: social media channels, advertising opportunities, client events, listings in visitor guides, tourism leads, FAMs and tourism partner events. Costs to scale include creative content development, implementation of a simplified CRM for tracking purposes and staff time to deploy.

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b. **Budget:** Include a detailed budget for the proposed project with itemized expenses and income. Include the amount requested from the Lodging Tax Fund and identify other sources of funding anticipated or obtained, including matching funds, as well as any in-kind contributions necessary to complete the project.

Project: Visit Bainbridge Island	2021 Budget	Matching	2021 LTAC Request
Administrative Expenses	\$ 4,000.00	\$ -	\$ 4,000.00
Staffing	\$ 6,000.00	\$ -	\$ 6,000.00
TOTAL	\$ 10,000.00	\$ -	\$ 10,000.00
Advertising & Promotion	\$ 45,000.00	\$ 5,000.00	\$ 40,000.00
Staff Labor	\$ 11,500.00	\$ -	\$ 11,500.00
TOTAL	\$ 56,500.00	\$ 5,000.00	\$ 51,500.00
Website: Update & Maintenance	\$ 4,500.00	\$ -	\$ 4,500.00
Staff Labor	\$ 1,500.00	\$ -	\$ 1,500.00
TOTAL	\$ 6,000.00	\$ -	\$ 6,000.00
Industry Affiliations & Memberships	\$ 2,800.00	\$ -	\$ 2,800.00
TOTAL	\$ 2,800.00	\$ -	\$ 2,800.00
Wayfinding App/Visitor Experience	\$ 2,300.00	\$ -	\$ 2,300.00
Staff Labor	\$ 1,200.00	\$ -	\$ 1,200.00
TOTAL	\$ 3,500.00	\$ -	\$ 3,500.00
Social Media	\$ 3,500.00	\$ -	\$ 3,500.00
Staff Labor	\$ 1,500.00	\$ -	\$ 1,500.00
TOTAL	\$ 5,000.00	\$ -	\$ 5,000.00
Photography/Videography	\$ 10,000.00	\$ 5,000.00	\$ 5,000.00
Staff Labor	\$ 1,200.00	\$ -	\$ 1,200.00
TOTAL	\$ 11,200.00	\$ 5,000.00	\$ 6,200.00
Inbound FAMS, Site Inspections and Media Visits	\$ 3,500.00	\$ -	\$ 3,500.00
Staff Labor	\$ 2,500.00	\$ -	\$ 2,500.00
TOTAL	\$ 6,000.00	\$ -	\$ 6,000.00
Off Island Sales Missions/Event Representation	\$ 3,200.00	\$ -	\$ 3,200.00
Staff Labor	\$ 3,500.00	\$ -	\$ 3,500.00
TOTAL	\$ 6,700.00	\$ -	\$ 6,700.00
Membership outreach	\$ 500.00	\$ -	\$ 500.00
Staff Labor	\$ 1,500.00	\$ -	\$ 1,500.00
TOTAL	\$ 2,000.00	\$ -	\$ 2,000.00
TOTAL	\$ 109,700.00	\$ 10,000.00	\$ 99,700.00

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c. Schedule: Provide a project timeline that identifies major milestones.

Project Objective	2021 Timeline/Date
Enter into Lodging Tax Contract with COBI	January 2021
VBI Office Administration	January- December
Wayfinding Visitor Experience	Identify by February, deploy by June
Advertising & Promotion	Jan-April, September-December
Website	Monthly
Social Media	January - December
Industry Affiliations & Memberships	January - March
Inbound FAMs, Site Inspections, Media Visits	As Required - Ongoing
Outbound Sales Missions, Event Representation	As Required - Ongoing
Photography/Videography	April - August
Membership Outreach	January - March

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.

VBI has estimated as best as it can the cost of operating a Destination Marketing Organization. Critical to scalability are the administrative expenses, website, social media and overall marketing. Once in person meetings are reinstated, outbound sales missions/events and inbound FAMs, site inspections and press trips should remain a significant focus. Also important to the long-term viability of VBI, is development of a membership program.

Should full funding not be available, VBI would reduce expenditures in the area of wayfinding, and industry affiliations and memberships.

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

a. Expected impact on increased tourism in 2021. 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 2019 and estimates for 2020.

Since March 1st, the pandemic has brought disastrous implications for state and local tourism. As an example, visitor spending in Washington State has declined by \$3.8 billion compared with 2019 figures with 42% of all jobless claims in the hospitality sector. Shockingly, Bainbridge Island Q2 ferry ridership was just 337,382, compared to 1,628,891 Q2 2019. This year, the Port of Seattle estimated 1.3 million cruise visitors. With the 2020 cruise season cancelled, local and regional losses will top \$900 million, with Bainbridge feeling these losses most heavily in our retail, attractions and restaurant communities.

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In contrast, according to the Washington Tourism Alliance, 2019 visitor volume increased by 2.0 percent to a total of 110 million visitors in Washington State. Visit Seattle reports 41.9 million visitors came to

the Seattle region in 2019, up 2.3 percent from previous year. Prior to 2020, Bainbridge retail, restaurant and lodging tax collection has been on a steady incline, indicating with a more focused effort, we are attracting and benefiting from higher visitor spending.

Through a strong partner Advertising and Promotion campaign, expected impact on 2021 tourism spend on Bainbridge will be positive. Although travel recovery will be a multiyear effort, we must remain hopeful and prepare for an eventual return to travel.

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 2021 as a result of the proposed activities. Please include the basis for any estimates.

Seattle market trending can be used to guide Bainbridge overnight forecasting. In addition, Bainbridge Island relies on sales tax collection in the accommodation and food sector for trending purposes. Bainbridge Island does not currently collect hotel/lodging occupancies or RevPar (Revenue per available Room). As noted previously, Bainbridge sales tax collection in the accommodation and food sector has been increasing year over year, which is an indication of positive impact from tourism marketing efforts. Washington State Ferry statistics also provide quantifiable key metrics.

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

Prior to the pandemic, the Washington Tourism Alliance reported state wide direct visitor spending totaled \$21.9 billion in 2019, up 4.5 percent in current dollars over year prior. On average, Washington State visitors spent \$60 million per day in our state. Regionally, Seattle reports visitors spent \$8.1 billion in the city and county, generating \$837.5 million in state and local taxes. Both Bainbridge retail, restaurant and lodging tax collection has been steadily rising year over year, an indication we are attracting and benefiting from higher visitor spending. Even with pivoting to a strong online and digital platform, Bainbridge is likely to see our recovery timeline push into late 2021. This is dependent on travel market exposure in the drive and leisure market as Washington begins to open up.

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 VBI's key objectives is driving overnight stays during off season. This will be measured by leisure and business travel, lodging occupancy increases and sales tax growth. With this in mind, VBI has developed a strong marketing plan as outlined in its project plan and scope.

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

By formulating an effective travel and tourism marketing strategy, VBI plays a key role in the long-term development of Bainbridge as a visitor destination. Since its inception, VBI has worked diligently to bring cooperation among those Bainbridge stakeholders who are interested in this segment of business. This

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has led to collaborative success as VBI began to formulate campaigns that will appeal to our various travel segments.

Bainbridge's online presence is particularly important. Statistics show that leisure travelers search a number of online sources during their trip-planning activities. In 2020, VBI launched a robust website and social media campaign featuring curated Bainbridge content. VBI and the Bainbridge Island Lodging Association (BILA) worked to reduce redundancies in our respective websites, improving the visitor experience.

VBI's brand logo was updated to reflect its legal name and is now carried throughout collateral, social media and the website. As noted previously, VBI purchased 5-year rights to an image from local BI photographer, Pete Saloutos to be used as our official destination image. This has been helpful to cultivating earned media and recognition in the Port of Seattle's 2021 Cruise and Stay brochure.

Executive Director, Christine Mueller brings over 30 years of demonstrated success in Hospitality and Destination Marketing Organizations.

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.

VBI is proud of the many tourism partnerships it has formed over the past 3 years. As noted in the attached "Letters of Support", these collaborations have provided the platform in which we have come together under the Bainbridge Island tourism brand. VBI will continue take the lead in coordinating partner participation for in person/online Familiarization trips (FAMs) site inspections, and media visits. Also managing ongoing response to media inquiries, advertising opportunities and tradeshow, special event and promotional participation.

In coordination with the Greater Seattle Business Association, VBI led efforts to bring Bainbridge hospitality stakeholders together in advocacy and promotion of Bainbridge Island as a welcoming tourism destination for LGBTQ, BIPOC, and all those who seek the dignity of equality in choosing a travel destination.

VBI focused on streamlining its advertising efforts in 2020 to amplify its impact. VBI worked closely with the Bainbridge Island Lodging Association (BILA) to promote overnight lodging. Together, we partnered on a joint Q4 marketing effort, where overnight stays and Island attractions will be highlighted to strengthen the visibility of Bainbridge in key markets. Due to the anticipated success of this effort, a joint **Bainbridge Island Tourism Advertising and Promotional Campaign** was recommended for 2021.

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

VBI is always looking towards innovation and new ways to enhance and improve the visitor experience. In 2021, VBI and BILA will be partnering with Arts & Humanities Bainbridge to bring their “virtual” Creative District to the visitor audience. As noted in VBI’s scope of work, another exciting innovation in the new year will be bringing an end-user city guide app to life as part of a visitor Wayfinding Project. This will pick up on work begun by BILA as part of their Welcome Guide 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. Not applicable. VBI is not proposing a specific event.

i. If for a capital project, detail the project’s expected impact on increased tourism. Not applicable. This is not a capital funds project.

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

The scope of work as outlined in this grant request can be easily quantified for completion against stated goals. Increase in business success can be measured by year over year lodging and sales tax collections and employment statistics. Washington State Ferry statistics also provide quantifiable key metrics. **It is also important to note that these projections are based on the assumption that tourism recovery will be in place in 2021.** We are still at the mercy of COVID-19 protocols and direction from the governor’s office.

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

Volunteer hours, sponsorship and in-kind contributions form the framework of VBI programs. Event participation fees, sponsorships, memberships and other donations will provide matching funds to leverage LTAC funding.

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Supporting Documentation

1. Provide your organization's 2019 income/expense summary.

Not applicable - Visit Bainbridge Island is in its first year of operation as a 501c6.

2. Provide your organization's 2020 budget and an estimate of actual 2020 revenue and expenses.

Included under attachment A -1

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

Included under attachment B 1-13

Visit Bainbridge Island
Lodging/Tourism Fund Supporting Documentation

Attachment A -1

Visit Bainbridge Island 2020 Budget and estimate of actual expenses.

Project: Visit Bainbridge Island	2020 LTAC Request	2020 LTAC Award	Q1 Reimbursement Request	Q2 Reimbursement Request	PROJECTED - Q3 Reimbursement Request	PROJECTED - Q4 Reimbursement Request	Amount Remaining on Award
Operating Expenses	\$3,500	\$3,500	\$1,306.41	\$2,119.90	\$1,115.40	\$1,800.00	-\$2,841.71
Staffing	\$4,500	\$4,000	\$1,020.00	\$1,140.00	\$1,020.00	\$1,200.00	-\$380.00
TOTAL		\$7,500	\$2,326.41	\$3,259.90	\$2,135.40	\$3,000.00	-\$3,221.71
Advertising	\$2,000	\$500	\$38.24	\$0.00	\$2,500.00	\$3,500.00	-\$5,538.24
Staff Labor	\$2,500	\$1,500	\$570.00	\$660.00	\$1,500.00	\$2,100.00	-\$3,330.00
TOTAL		\$2,000	\$608.24	\$660.00	\$4,000.00	\$5,600.00	-\$8,868.24
Brand Development & Collateral	\$3,000	\$500	\$77.51	\$0.00	\$0.00	\$75.00	\$347.49
Staff Labor	\$2,500	\$1,500	\$930.00	\$510.00	\$180.00	\$150.00	-\$270.00
TOTAL		\$2,000	\$1,007.51	\$510.00	\$180.00	\$225.00	\$77.49
Website: Update & Maintenance	\$4,000	\$3,000	\$3,963.00	\$3,900.00	\$800.00	\$600.00	-\$6,263.00
Staff Labor	\$4,500	\$4,000	\$780.00	\$960.00	\$840.00	\$600.00	\$820.00
TOTAL		\$7,000	\$4,743.00	\$4,860.00	\$1,640.00	\$1,200.00	-\$5,443.00
Event Representation: Tradeshow, Industry Events/Meetings	\$2,000	\$500	\$56.50	\$0.00	\$25.00	\$275.00	\$143.50
Staff Labor	\$3,500	\$2,500	\$720.00	\$0.00	\$60.00	\$300.00	\$1,420.00
TOTAL		\$3,000	\$776.50	\$0.00	\$85.00	\$575.00	\$1,563.50
Industry Affiliations & Memberships: (GSBA, WTA)	\$1,500	\$500	\$200.00	\$250.00	\$0.00	\$0.00	\$50.00
TOTAL		\$500	\$200.00	\$250.00	\$0.00	\$0.00	\$50.00
BI Special Events & Sponsorships	\$1,000	\$500	\$48.74	\$0.00	\$0.00	\$0.00	\$451.26
Staff Labor	\$4,500	\$3,500	\$150.00	\$120.00	\$0.00	\$0.00	\$3,230.00
TOTAL		\$4,000	\$198.74	\$120.00	\$0.00	\$0.00	\$3,681.26
Customer Relationship Tool (CRM)	\$3,500	\$6,000			\$0.00	\$750.00	\$5,250.00
Staff Labor	\$4,500	\$4,000	\$120.00	\$330.00	\$360.00	\$300.00	\$2,890.00
TOTAL		\$10,000	\$120.00	\$330.00	\$360.00	\$1,050.00	\$8,140.00
Photography/Videography	\$2,500	\$500			\$0.00	\$0.00	\$500.00
Staff Labor	\$3,000	\$1,500	\$120.00	\$30.00	\$330.00	\$0.00	\$1,020.00
TOTAL		\$2,000	\$120.00	\$30.00	\$330.00	\$0.00	\$1,520.00
Inbound Familiarization Tours, Client Site Inspections, Press Trips	\$4,000	\$1,500			\$275.00	\$2,500.00	-\$1,275.00
Staff Labor	\$2,500	\$3,500			\$650.00	\$1,500.00	\$1,350.00
TOTAL		\$5,000	\$0.00	\$0.00	\$925.00	\$4,000.00	\$75.00
Outbound Client Events & Sales Missions	\$2,000	\$500		\$1,200.00	\$0.00	\$250.00	-\$950.00
Staff Labor	\$3,500	\$3,500	\$120.00	\$0.00	\$450.00	\$1,200.00	\$1,730.00
TOTAL		\$4,000	\$120.00	\$1,200.00	\$450.00	\$1,450.00	\$780.00
Membership outreach	\$2,500	\$500	\$31.50	\$0.00	\$48.65	\$150.00	\$269.85
Staff Labor	\$4,500	\$2,500	\$660.00	\$150.00	\$60.00	\$0.00	\$1,630.00
TOTAL		\$3,000	\$691.50	\$150.00	\$108.65	\$150.00	\$1,899.85
TOTAL	\$71,500	\$50,000	\$10,911.90	\$11,369.90	\$10,214.05	\$17,250.00	\$254.15



September 29, 2020

REF: Letter of Support for Visit Bainbridge Island's 2021 LTAC Application

Dear Members of the Lodging Tax Advisory Committee,

It is with pleasure I write this letter in support of Visit Bainbridge Island's application for the City of Bainbridge Island's 2021 LTAC cycle.

As Manager of Tourism Development at the Port of Seattle, I rely on the work of local and regional Destination Marketing Organizations (DMOs) to help promote the region as an attractive Washington state vacation destination.

Chris Mueller, Executive Director with Visit Bainbridge Island, has emerged as a strong partner in the work we do. She professionally represents Bainbridge as the centralized point of contact for communication and tourism marketing initiatives. The Port has been very pleased with the projects that we have worked on together.

With a strong work history working in the DMO space, Chris Mueller is uniquely qualified to represent Bainbridge to our Port of Seattle FAM trips, Industry Trade Shows and marketing efforts.

With this, I would encourage you to fully fund Visit Bainbridge Island as the official Destination Marketing Organization for Bainbridge.

Sincerely,

Patti

Patti Denny,
Manager, Tourism Development
Economic Development Division
PORT OF SEATTLE
Denny.p@portseattle.org



BLOEDEL RESERVE

September 30, 2020

Lodging Tax Advisory Committee
City of Bainbridge Island
280 Madison Ave.
Bainbridge Island, WA 98110

Dear Advisory Committee Members,

I am writing to offer my wholehearted support of Visit Bainbridge Island's (VBI) LTAC proposal for 2021. As a community business leader, I can confidently state that VBI's efforts to promote the Bainbridge Island business community are tremendously impactful.

VBI has proven itself to be invaluable - as a Destination Marketing Organization (DMO) for Bainbridge Island and enthusiastically promoting all of the Island's cultural organizations and attractions, as well as its lodging, shopping, and dining establishments to a very competitive tourist market during perhaps one of the hardest years any of us have ever experienced. The impact of COVID-19 cannot be underestimated. We are all still recovering from the effects of closures that reduced our guest traffic and revenue significantly. It is incredibly important to have VBI ready, willing, and able to amplify our communications efforts and expand our reach, as we all slowly regain our footing and recover strategically and economically.

As a cultural destination and leading tourist attraction, we depend on our partnership with VBI to increase public awareness and attendance. I encourage you once again to consider funding VBI. Its contributions to Bainbridge Island cannot be overstated. And its ability to proactively engage with press, media partners, and opinion leaders all around the Sound and beyond on behalf of Bainbridge Island is vital.

Thank you for considering this important application.

Most sincerely,

Edward Moydell
The Richard A. Brown Executive Director

Date: September 28, 2020

To: Lodging Tax Committee

From: Jerri Lane
Executive Director
Bainbridge Island Downtown association

Regarding: Letter of support for 2021 Lodging tax funding for Visit Bainbridge Island.

It is with pleasure that I write this letter of recommendation for Visit Bainbridge Island and Executive Director, Chris Mueller.

Since 2016, Chris Mueller has established Visit Bainbridge Island as the only official Destination Marketing/Management organization representing Bainbridge Island to visitors. Visit Bainbridge Island should receive the majority of LTAC funding.

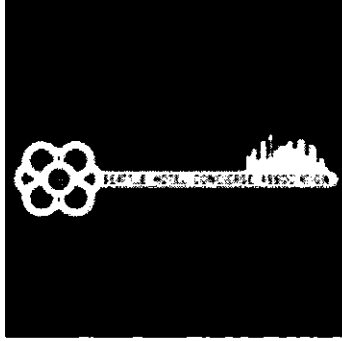
Chris has developed a strong coalition with local attractions, restaurants, shops and transportation companies. She is also heavily marketing the Island to visitors, particularly in the off peak months of November – April. Chris has developed a strong strategic plan marketing the Island through industry coalitions, trade show representation, familiarization tours, writers' visits and much more.

In addition, she has strong ties to Visit Seattle, Port of Seattle (Cruises), and many industry contacts. Chris is truly telling the Island's story and we see the results of her efforts.

Her efforts are even more vital as we slowly recover from the effects of the pandemic. BIDA and BICC will continue to support Visit Bainbridge as Chris takes the organization to the next level.

To that end, we encourage you fully fund Visit Bainbridge Island's proposal.

Jerri Lane
Executive Director
Bainbridge Island Downtown Association.



To Whom It May Concern:

I am honored to write an emphatic recommendation for the continued funding of Visit Bainbridge and the crucial work that Chris Mueller has been doing to support and promote the businesses on Bainbridge Island.

As the Community Relations Liaison for Seattle Hotel Concierge Association, tasked with the responsibility for keeping Seattle's professional concierges informed on news and events around Puget Sound, I rely on Visit Bainbridge. During this pandemic, especially, when so many businesses have closed or are struggling to remain open, Visit Bainbridge has kept our members informed as to what businesses are open, restaurants that have pivoted to pop-ups and take out, safety precautions that are being taken and virtual events to keep promoting Bainbridge even when people aren't able to travel.

Chris has kept us up to date with regular emails, shared social media posts and an outstanding Zoom meeting for Seattle concierges with a panel of business owners from Bainbridge.

I simply could not do all of this without Visit Bainbridge. And in this time when tourism has been so tragically impacted by the pandemic and so many businesses are struggling, having one point of contact that can keep us all up to date on happenings on Bainbridge Island is more important than ever. I appreciate tremendously the work that Chris Mueller does with Visit Bainbridge and encourage the continued funding as we rebuild tourism into 2021.

In Service through Friendship,

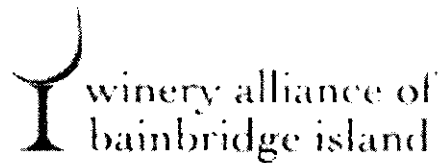
Russell Hathaway | Community Relations Liaison

Seattle Hotel Concierge Association

cell: 206.696.9888

SeattleHotelConciergeAssociation.org

B4



LTAC Grant Selection Committee,

Last year with the use of LTAC funds, Visit Bainbridge Island became their own entity. Over the past year, Chris Mueller has done an amazing job leading partnership efforts with the BI Chamber of Commerce, BI Downtown Association, BILA and the Winery Alliance of Bainbridge Island. She has done more than most other organizations on the island to promote tourism and actively engage with groups and businesses outside of Bainbridge Island to bring visitors for the day, night and weekend over to the island to increase tourism. Even with COVID, VBI has created a positive economic impact on the island and wineries.

We were only able to have one of our four planned Wine on the Rock events due to COVID, but VBI actively promoted this on their social media channels and with the Seattle Concierge community. We have continued to have regular meetings with key stakeholders for island tourism in brainstorming ideas to increase tourism in our new normal.

Prior to COVID, so much of the work done by Visit Bainbridge Island resulted in new business for the island wineries, new media and press opportunities and publications as well as ticket sales for Wine on the Rock events.

VBI is a huge asset to the island and the wineries on Bainbridge Island. We look forward to working with Chris and again promoting our Wine on the Rock events in the next year.

Thank you,

Brooke Huffman

Executive Director, Winery Alliance of Bainbridge Island



10/1/2020
GSBA
Travel Out Seattle

Lodging Tax Advisory Committee Members,

On behalf of GSBA- *Washington State's LGBTQ and allied chamber of commerce* and Travel Out Seattle- *A Program of GSBA promoting LGBTQ tourism throughout Washington State*, I present to you a lodging tax fund letter of support for Visit Bainbridge Island.

Established in 1981, GSBA is the largest of its kind in North America. We represent over 1,300 small business, corporate, and nonprofit members who share the values of promoting equality and diversity in the workplace.

GSBA proudly serves as a connector across the region, bringing the community together through business while advocating for civil rights & small business, and promoting LGBTQ tourism through Travel Out Seattle.

Visit Bainbridge Island, in coordination with GSBA & Travel Out Seattle, has brought together multiple stake holders helping to educate and make the community aware that Bainbridge Island is a welcoming tourism destination. This collaboration of island hospitably & tourism industry leaders has proven to be productive step in promoting Bainbridge Island as a major tourism destination for LGBTQ, BIPOC, and all those explorers seeking the dignity of equality and peace of mind the moment they step foot off a ferry.

Alongside other major Washington State tourism partners: Visit Seattle, Washington State Tourism Alliance, & Seattle NorthCountry, just to name a few, Chris Mueller of Visit Bainbridge Island has proven dedication and commitment to LGBTQ tourism by sitting on the GSBA Tourism Advisory Board.

As we traverse through the many twist and turns that 2020 has brought upon the Washington State's tourism industry, GSBA encourages the Lodging Tax Advisory Committee to recognize and support Visit Bainbridge Island for 2021 needs.

Sincerely,

Joey Chapman, *Membership Development Manager*
(Pronouns He/Him)
GSBA / Travel Out Seattle
Washington State's LGBTQ & Allied Chamber of Commerce
400 East Pine Suite 322, Seattle WA 98122 | 206.363.9188



September 28, 2020

To Whom It May Concern,

I think we would all agree that this has been an unprecedented year for the Tourism Industry. I cannot stress how invaluable the relationships within our industry are, now more than ever.

We here at Visit Seattle rely on Chris Mueller and Visit Bainbridge Island to keep us abreast of all that is happening with our neighbors across Elliot Bay. Our visitors and residents continually look to us for the most accurate insights and information available for Bainbridge Island and with Chris as our resource we are enabled to provide just that.

I look forward to our continued partnership as we navigate the rebuilding of our Tourism Industry here in the Pacific Northwest!

Warmest regards,

Rudd

Rudd Schupp, Chef Concierge, Seattle Visitor Centers
Visit Seattle, The Official Destination Marketing Organization
One Convention Place 701 Pike Street, Suite 800 Seattle, WA 98101
T 206.461.5885 rschupp@visitseattle.org visitseattle.org





PLEASANT BEACH

VILLAGE

4699 NE WOODSON LANE

September 30, 2020

TO: Members of the 2020-21 Lodging Tax Advisory Committee
City of Bainbridge Island

FROM: Andrea Mackin, Director of Marketing and Operations
The Inn at Pleasant Beach and The Manor House, Pleasant Beach Village

RE: Visit Bainbridge Island Proposal Letter of Support for 2021 Lodging Tax Funding Cycle

To the members of the 2020-21 City of Bainbridge Island Lodging Tax Advisory Committee:

We wish to extend our hearty support for full-funding as requested by Bainbridge Island's official Destination Marketing Organization (DMO) Visit Bainbridge Island, and Executive Director Christine Mueller for the 2021 Bainbridge Island Lodging Tax funding cycle.

The travel industry is a primary driver of economic growth and job creation in the United States. Investing in tourism promotion stimulates visitor demand, which in turn generates tax revenue benefiting local residents.

Here on Bainbridge Island, effective travel promotion is essential to drawing the annual visitor foot traffic and overnight stays that lead to increased economic activity, jobs in the service industry and crucial local tax revenue. Full streets, full businesses and foot traffic that doesn't just peak during the summer months but also remains steady during the shoulder months, provide consistent revenue for small business owners, their employees and island families. These jobs, wages, and local tax revenue continues to be a key part of supporting essential public services that are working to keep pace with demand as our island community grows.

As one of three main hotels on Bainbridge Island, The Inn at Pleasant Beach and Pleasant Beach Village rely directly on the successful efforts of Visit Bainbridge Island to promote the Island as a place to visit for both short-term and long-term stays. We provide full-time employment to more than 50 individuals, as well as seasonal employment during the summer and holidays, so having the visibility that Visit Bainbridge Island provides as our DMO is critical to our ability to retain employees and operate at capacity.

During the recent COVID-19 shutdown and gradual phased reopening, we have been the direct beneficiary of Chris Mueller and Visit Bainbridge Island's expanded efforts to use a variety of resources, platforms, and industry connections to increase the Island's visibility as a place to visit safely and stay overnight. Visit Bainbridge Island provides a regional resource as well as regional mouthpiece to amplify efforts that The Inn (and other local hotels') have employed to provide enhanced sanitation, direct-to-room check in, and other increased safety measures meant to ensure the safety of our guests and employees.

As the pandemic and important social distancing measures continue to prolong and interrupt the usual seasonal travel and tourism numbers, the importance of having skilled and effective leadership and experience in our local DMO has never been more essential.

Tourism and event revenue are essential for Pleasant Beach Village, and specifically for two of our most critical business units, The Inn and the Manor House. Weddings and family celebrations keep the weekends booked tightly during the summer months at both the Inn and Manor House, however when Fall approaches wedding and event business typically slows down. A slowdown in business translates directly to fewer labor hours, and seasonal staffing layoffs.

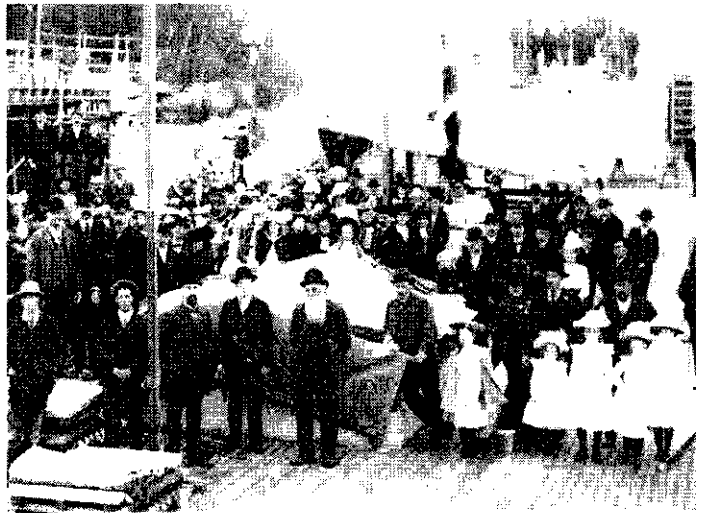
Last year's LTAC award and initial startup funding for Visit Bainbridge Island is valuable recognition of the impact that an independent nonprofit Destination Marketing Organization creates by harnessing and promoting the collective interests of our Island's many destinations, attractions, and lodging organizations.

Visit Bainbridge now has an established track record of success weaving together many of the geographically separate destinations and attractions and has shown success in connecting the Island's tourism-related businesses with each other. In doing so, Chris has delivered strong evidence of the benefits of an agnostic and professionally run destination marketing organization and set the stage for Visit Bainbridge to now move to the next level and continue to deliver Destination Marketing services that will be crucial to our overall recovery.

With our full support and anticipation of future collaboration, we encourage the 2020-21 LTAC to commit full funding to Visit Bainbridge Island for the coming year.

With best regards,

Andrea Mackin
Director of Marketing and Operations



Port Blakely Ship Launching circa 1890

Dear LTAC Committee Members,

I am writing to express my support for Visit Bainbridge's application for the LTAC, 2021 cycle.

Over the past few years, Visit Bainbridge revolutionized the way *all* tourist groups work together locally. Chris Mueller, Executive Director of Visit Bainbridge, forged impactful relationships with and between the BI Chamber of Commerce, BI Downtown Association, and BI Lodging Association. With her leadership and initiative, those organizations began working and communicating more efficiently to better promote and increase exposure for the downtown business and nonprofit community.

Visit Bainbridge focuses on the bigger picture and aims to grow tourism with an innovative approach and a true commitment to collaboration. Chris Mueller strategically works to unify and amplify each of our organizational messages to benefit all tourism partners on Bainbridge. She has successfully leveraged her contacts and prior experience working with Visit Seattle to create a wider network and increased awareness for all of our local businesses and organizations as we work to attract and serve tourists from Seattle year round.

Visit Bainbridge is a vital to the future growth and success of tourism on Bainbridge. We hope you'll invest in their important organization and supporting their proposal this year.

Sincerely,

Brianna Kosowitz
Executive Director
Bainbridge Island Historical Museum



215 Ericksen Avenue NE, Bainbridge Island WA 98110 • 206 842 2773
info@bainbridgehistory.org www.bainbridgehistory.org



Natalie Rodriguez
Tour Bainbridge
206.359.2201

321 High School Rd NE,
Suite D3, PMB 223
Bainbridge Island, WA
98110

September 28, 2020

Dear Lodging Tax Committee and whom it may concern,

I am writing this letter in support of Visit Bainbridge's 2021 Lodging Tax proposal.

Chris Mueller with Visit Bainbridge Island has been key to creating alliances between multiple businesses on and off the island for Tour Bainbridge and many others. Tour Bainbridge has benefited from multiple referrals and tireless efforts made by Chris Mueller and her island-wide tourism endeavors. I strongly believe we need to continue our collaborative effort with Visit Bainbridge Island towards an organized Bainbridge Island tourism message and program.

Funding Visit Bainbridge is an absolute necessity to a vibrant organized tourism effort made for businesses on the island. COVID-19 has hit our local businesses hard and I believe not funding Visit Bainbridge Island would hinder our future progress. We have a chance to continue organizing our tourism efforts so we are ready to hit the ground running when the time comes.

I hope you will show your support of our local businesses and Visit Bainbridge Island by fully funding Visit Bainbridge Islands lodging tax proposal.

Sincerely yours,

Natalie Rodriguez



Sept. 29, 2020

TO: Bainbridge Island Lodging Tax Committee

Bainbridge Island Lodging Association is pleased to endorse Visit Bainbridge Island's application for lodging tax funding in 2021.

Both organizations are committed to increasing overnight tourism. We participate jointly in familiarization tours organized by VBI. BILA and VBI closely collaborated throughout 2020 to keep tourism to Bainbridge Island visible during a very challenging time.

We strongly support VBI's plan to execute an advertising and promotion campaign to invite visitors from regional drive markets back to Bainbridge Island, especially during shoulder seasons.

Both now established on a common platform (Artsopolis), our complimentary websites provide visitors with a more seamless and consistent experience. By using a shared database, we can easily share lodging and business listing, itineraries, and other content, on our individual websites, virtually eliminating duplicative efforts to maintain current information.

Finally, in 2020 BILA developed a digital city guide for use by lodging guests. We are transferring this guide's development to VBI to share with all visitors to the Island.

We believe continued funding for Visit Bainbridge Island is vital and complementary, and we look forward to our continued collaboration in 2021.

Sincerely,

Bonnie McBryant
Acting President
Bainbridge Island Lodging Association

BII



Arts & Humanities Bainbridge

221 Winslow Way West, Suite 201
Bainbridge Island, WA 98110
Phone 206.842.7901

www.ahbainbridge.org

October 1, 2020

LTAC Committee members,

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Anne Smart
Executive Director

Arts & Humanities Bainbridge (AHB) heartily endorses both Destination Bainbridge and Visit Bainbridge along with their applications for an LTAC grant in 2021.

Both organizations have been supportive partners with AHB as we launched the online community platform, Currents Online (www.currentsonline.org) now in its second year. Soon after its launch in 2019, we created a syndication partnership with both organizations which provides calendar events from our site to each of their sites via a shared database. This collaboration has created a common view of the events and further enhances the strong partnership between our organizations.

Now, as AHB embarks on the next phase, we will be creating a virtual Creative District that showcases the invaluable wealth of creative endeavors taking place on our island. In response to the current environment and COVID related restrictions to social gatherings, AHB plans to complete the first phase as a virtual experience. We will again partner with Destination Bainbridge and Visit Bainbridge to make this an even more robust and expansive online venue for visitors and residents alike.

Looking forward, AHB plans to apply for the Washington State Certified Creative District designation as part of the phase two plan once we are able to host social gatherings and can create a "walkable" district complete with signage and further promotion of the local creatives.

AHB, Destination Bainbridge and Visit Bainbridge will continue to collaborate and partner as we move through this phased approach and very much appreciate the continued support of the LTAC committee.

Thank you,

Anne Smart

STRONG SUSTAINABLE LOCAL

BAINBRIDGE ISLAND CHAMBER OF COMMERCE

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GOLD

HomeStreet Bank

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Sears & Associates

Town & Country Market

September 29, 2020

To: The 2021 Lodging Tax Advisory Committee

Re: Visit Bainbridge Island

Committee Members,

We are pleased to provide this letter of support for Visit Bainbridge Island's 2021 proposal.

As you may be aware, the Bainbridge Island Downtown Association and the Bainbridge Island Chamber of Commerce had been supporting Visit Bainbridge Island through our submissions to LTAC, and we fully support it continuing to be the lead agency in marketing tourism for our island.

Chis Mueller, Executive Director of Visit Bainbridge, has over the past several years been building up a strategic plan with regards to marketing, industry coalitions, trade show representation, familiarization tours and much more. Last year she included local event planners and convention service businesses as well as hosting a tour for Seattle Sports Commission. We have seen an steady increase of awareness of the island's tourist related opportunities to many organizations in the Seattle area and beyond.

Of course, this year the pandemic has put the convention and tourism industry on hold world-wide. During the past months, however, Chris has maintained communication with her contacts, has revamped the VisitBainbridgeIsland.org website, and has developed a detailed plan to roll out marketing as soon as circumstances allow for a resumption of travel. BIDA and BICC continue to support Visit Bainbridge Island as Chris takes the organization into the "new normal" of travel and tourism.

To that end, we encourage your support of the proposal from Visit Bainbridge Island.

Respectfully,

Kevin Dwyer
President/CEO
Bainbridge Island Chamber of Commerce