

Scope of Work:

Like many local nonprofits, BIHM closed to the public in March of 2020 and remained closed for 6 months. All in-person events and fundraisers were cancelled for the year due to State regulations, social distancing, and guidelines to stop the spread of the virus. These cancellations and the period of Museum closure resulted in a loss of nearly 50% of budgeted income for 2020.

Our staff is small and includes 5 employees with mixed hours, which equals 4 Full Time Employees. The intense Phase 2 restrictions limited our ability to open to the public when Governor Inslee revised reopening guidelines for museums. Despite being able to keep all of our employees on staff at their designated hours in 2020, we could only reopen partially to the public on a Fri-Sun 10am-4pm.

BIHM requested LTAC support to remain open to the public, on a limited Fri-Sun basis through 2021, by providing needed funds to pay some of the necessary staff to do so.

Objectives:

The project's main objectives are outlined below as well as the outcome for each:

1. **Maintain Weekend Operating Hours-** Despite a contracting budget and the likelihood of reducing staff hours, we aim to ensure BIHM remains open to the public, on a limited Fri-Sun basis, 10am-4pm. LTAC funds would help pay for some of the necessary staff to do so.

With LTAC funding, BIHM was able to maintain operating hours on Fri-Sun basis, 10am-4pm. Funds helped pay for staff members who worked on site to operate the facility during those days.

2. **Recruit Eligible Volunteers-** The pandemic has prevented our core group of volunteers (largely 65+) from resuming their role at the Museum—staffing the front desk to welcome visitors and provide context to exhibits. This loss means that staff members have largely had to assume that role and forfeit other mission critical duties. In 2020, we aim to keep our Volunteer & Tour Coordinator on staff at 20 hours/week to cover weekend days and help recruit younger eligible volunteers to fill in the gaps until our core volunteers can return.

LTAC support allowed BIHM to keep Volunteer & Tour Coordinator on staff at 20 hours/week to cover weekend days. We successfully recruited a cadre of younger high school students to work at the Museum's front desk welcoming visitors and providing context to exhibits. These volunteers logged over 1,000 hours of time with the Museum and helped welcome over 6,000 visitors in 2021.

3. **Ensure BIHM's Long-term Viability-** 2021 will be a critical year for all Island nonprofits as we all face negative and long-term ramifications of the pandemic, serious budget deficits, and contracted organizational bandwidth. BIHM is a significant component of this cultural sector and we are working to ensure it remains so for decades to come.

Fortunately, BIHM remained on solid financial footing in 2021 thanks to grants like LTAC, COBI funding, generous donors, and members. The support from these outlets allowed the Museum to plan for expanded operating hours in 2022 and building back capacity through new staff positions and in-person events.

Impact of Tourism:

Based on total visitation of 6,884 visitors, we estimate that 4,459 people visited BIHM from 50 miles away or greater. We also estimate that 610 visitors stayed overnight on Bainbridge. These are good faith estimates based on typical annual percentages of visitor demographics from prior years of operation.

Given those statistics, we estimate that we helped generate at least \$131,150 in tourism dollars. We used suggested metrics from the BI Chamber of Commerce to break down the data into:

- lodging costs (\$125 x 610 people) totaling \$76,250
- meal costs (\$35 x 610 people) totaling \$21,350
- retail cost (\$25 x 610 people) totaling \$15,250

In addition, there would be other expenditures for family members or guests traveling along with the out-of-town registrants and for any meals and retail items purchased by local registrants who are not beyond the 50-mile radius.

To quantify this, we estimated that 50% of out-of-town visitors also bring family members or guests who would have meals and retail costs (lodging costs are not likely). This would increase tourism dollars by another \$18,300 (610 out of-town visitors x 50% x \$60/day). Thus, the combined total for overnight stays estimated is \$131,150.

Partnerships:

BIHM has established a large number of partnerships and alliances that helped ensure the success of our plans for continued operation. These include:

- BI Chamber of Commerce - The Chamber collaborated with BIHM to help market the Museum, upcoming exhibits, and programs.
- Visit Bainbridge - Visit Bainbridge worked with local nonprofits like BIHM and the Seattle Hotel Concierges to coordinate marketing of the cultural corridor on Bainbridge.
- BI Downtown Association - The Downtown Association provided advertising to support local businesses and cultural organizations in the Winslow corridor, including BIHM.
- Sponsors - Local stores, shops, banks, and groups sponsored the Museum because they believe in our mission and our important work.

The Museum also enjoyed operational partnerships with other Island and local organizations as well. Specifically, we presented monthly programs with the BI Public Library and the BI Senior Center.

Working with the State ferry system, we contributed historically-themed signage to the Ferry Terminal walkway and curate exhibits at the ferry terminal.

Budget:

We requested \$15,000 LTAC funds to cover the cost of Volunteer Coordinators (\$12 hours/week @ \$16/hour x 52 weeks) and ended up spending a total of \$16,642 throughout the year for this position.

Q1: \$3,887

Q2: \$4,128

Q3: \$3,924

Q4: \$4,703

Please advise if we can provide any further information. Thank you for your support on this project.

Sincerely,
Brianna Kosowitz

Executive Director
Bainbridge Island Historical Museum
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