



REPORT ON EXECUTION OF SERVICES

Bainbridge Arts & Crafts 2022 LTAC Grant

- Summarize the activities undertaken in providing the scope of work.

#visitors.	Q1	Q2	Q3	Q4
	6836	7286	9652	6491
#special exhibitions	5	5	3	4
# outreach workshops	8	12	8	6
#participants in free events	1378	775	1099	1325

For 2022, Bainbridge Arts & Crafts was granted \$10,000 to purchase advertising to promote BAC as well as Bainbridge Island Tourism. With the LTAC grant, BAC advertised 15 different exhibitions to residents, commuters, and visitors to the region as well as 22 artist interviews and a unique soundscape event in February, a mending workshop and Islandwood event connected with repurposing clothing in April, a community postcard project in May, a Pride talk in June, a Hilltop artists talk in August, and 22 hands-on workshops at Senior centers on Bainbridge Island.

With the advent of vaccinations and the return of some in-person events, we have increased spending on advertising, in Art Access, a publication that reaches thousands throughout the state (distributed free) and with exhibition and program announcements mailed to thousands both in state and elsewhere. In 2022 we renewed a year-long contract with Sound Publishing to advertise in multiple newspapers. We continued our postcard mailings, purchasing printing from Sound Reprographics, and spending around \$275-300 per month on postage to mail these out. We estimate that 36% of our postage expense goes to off-island households. Not invoicing here because invoices attached may already exceed our grant total.

- Reference the specific measurable results specified in Attachment A. Were they achieved? If not, what challenges prevented the achievement of the anticipated results?

BAC measures the effectiveness of our advertising in a variety of ways: attendance, sales, number of items shipped to out-of-state residents, and anecdotal reports. From January – December 2021, the total number of gallery attendees was 22,819. In 2022 the total number of daytime gallery visitors was 30,265 and we averaged an additional 150 people each First Friday evening during Artwalk, for an additional 1800 visitors for these evening events once each month. We are seeing a pronounced uptick in visitors for 2022.

- Describe involvement of any partners specified in Attachment A, as well as any unexpected cooperative relationships that developed through implementation of the project.

BAC had exhibition sponsors that helped cover some exhibition expenses but not advertising: Art Alliance for Contemporary Glass sponsored our Hilltop artists exhibition with a gift of \$1500 that gave artist cash awards. And Homestreet Bank gave \$250 to help pay for student awards.

- Reference the project budget specified in the Attachment A. Provide an analysis of actual expenses and income in relation to the projected budget.

LTAC grant amount for 2022 is \$10,000. Expenses invoiced to LTAC for Q2, Q3, and Q4:

Art Access	\$726.00
Sound Publishing (North Kitsap Herald, BI Review)	\$4305.00
Sound Reprographics postcard printing, May- December 2022 Total cost \$3778.69 x 36% for off Island mailings	\$1360.30
Seattle Gay News	\$450.00
Tideland Magazine	\$1350.00
Cascade Public Media Ads in KCTS Tellygram and Crosscut Arts& Culture enews	\$1080.00

Total to be reimbursed for this invoice **\$7934.80**

- Describe the methodologies used to arrive at the good faith estimate of actual attendance numbers described above.

To measure success of our off-island advertising programs, Bainbridge Arts & Crafts keeps a daily count of those who visit exhibitions and related events. BAC also tracks exhibition sales and number of items shipped off-island. To estimate 2022 overnight stays that occurred as a result of our advertising

Please note- if this exceeds total remaining grant funds available for 2022, please remove invoices as needed.

Thank you so much for your support!