



**BAINBRIDGE
ISLAND**
DOWNTOWN ASSOCIATION

Final Report

2022 LODGING TAX/ TOURISM FUND (Civic Improvement Fund)

Project Name:

Bainbridge Island Downtown Association 2022 LTAC Marketing Execution Summary

Name of Applicant Organization:

Bainbridge Island Downtown Association, (BIDA)

Primary Contact(s):

Kelle Kitchel-Cooper, Interim Executive Director
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2022 BIDA LTAC AWARD OVERVIEW

2022 summary and financial report overview of completed and executed projects.

BIDA works with our partners and stakeholders to facilitate marketing and public relations campaigns to reach visitors 50 miles and beyond. Bainbridge Island Downtown Association (BIDA) works to build and sustain a community through a vibrant downtown. We closely partner and collaborate with the BI Chamber of Commerce (BICC), Visit Bainbridge Island, Bainbridge Island Hospitality & Lodging Association and Arts & Humanities Bainbridge.

Our goal is to maintain Bainbridge Island as a unique place to visit, live, work, stay, dine, shop, and explore. BIDA works throughout the year to create and support a vibrant Downtown that offers visitors and locals unique experiences. BIDA produces and distributes the Walkabout Guide to invite, guide and educate visitors. We strive to maintain a progressive and vibrant, beautiful, seasonally decorated downtown. BIDA creates, produces, and markets successful events which draw visitors as well as locals.

BIDA continues to effectively partner with on-island and off-island organizations positioned to refer visitors. BIDA updates an informative website and has put in place an effective social media program to help maximize the awareness of all that our community has to offer both visitors and locals alike.

ADVERTISING & PROMOTION

Project 1: Walkabout Guide (map)

\$10,000 utilized of the \$10,000 approved

The Walkabout Guide continues to be the most widely distributed and used of all Island collateral materials. In addition, it provides a vehicle to help stimulate the Island's economy through tourism growth, promoting ways to stay for more than just a few hours. Distribution includes ferries and cruise passenger terminals along with hotels and visitor centers in the region. BIDA also provides copies to the Bainbridge Island Chamber of Commerce Visitor Center & Ferry Terminal Kiosk and to Bainbridge Island merchants and Main Street Partners.

Project 2: Celebrate Bainbridge | July 3 Street Dance | Summer Festivities

\$5,000 utilized of the \$5,000 approved

BIDA produced and executed the July 3rd Street Dance. The event was not held in 2020 or 2021 due to the pandemic. BIDA has continued a joint marketing event partnership with; Rotary, City of Bainbridge Island, Bainbridge Island Chamber of Commerce, Visit Bainbridge Island and Bainbridge Youth Services. The partnership is styled as Celebrate Bainbridge.

The strategy behind Celebrate Bainbridge is to collaborate on marketing the full scope of July events designed to attract locals and to encourage visitors to stay several days. The partnership supports joint marketing for all events. Collateral materials were distributed in an island-wide direct mail to all island postal customers, ferries and to Seattle/King County Concierges and distribution channels. Estimated attendance at all Celebrate Bainbridge events exceeds 100,000 visitors and locals combined. 2022 marked the seventh year of the partnership.

Project 3: Holiday Promotions & Events

\$4,980 utilized of the \$5,000 approved

BIDA worked to design and execute marketing and public relations campaigns targeting regional travelers during the holiday season. BIDA directly sent out multiple press releases using a wire service to capture regional and national travel sectors. Additionally, keeping our local community informed on the events and celebrations surrounding the holidays.

Co-op efforts with our tourism partners allowed for an expanded marketing reach. These efforts produced advertising placement in; Parent Map, 425, South Sound Magazine, Northwest Travel & Life Magazine, West Sound Home & Garden Magazine as well as Spotify.