



## Kids Discovery Museum

301 Ravine Lane NE  
Bainbridge Island, WA 98110

206-855-4650  
www.kidimu.org

### **LTAC FINAL REPORT 2022**

#### **Summarize the activities undertaken in providing the scope of work described in Attachment A.**

##### **Advertising**

KiDiMu invested in print and digital advertising with ParentMap, a leading parenting publication, for its Summer and Winter Adventure Guides. ParentMap is KiDiMu's top source for referral traffic to our website. The two guides are distributed for free at grocery stores, news boxes, travel brochure racks, Washington State Ferries, and SeaTac Airport. A digital version is sent to over 72,000 e-news subscribers and promoted online and via social media. KiDiMu had a ¼ page ad in the summer guide, in addition to being featured, and a full-page co-op ad in the winter guide with Destination Bainbridge to promote family travel during the shoulder season. KiDiMu also participated in sponsored e-news and print and digital ads with ParentMap to promote KiDiMu's annual Fam Jam event, which welcomed over 750 attendees. In December, we ran a 30-second advertisement on Hulu to key drive markets to promote holiday travel. Our ad ran with 30,000 impressions in Portland, Bellingham, Spokane, Vancouver, and the Seattle-Tacoma (DMA) was to parents of preschoolers and grade schoolers. KiDiMu used local videographers Ron Stewart and Mike Siedl to film and edit.

##### **Social Media**

The museum has 2981 Facebook and 969 Instagram followers. In 2022, KiDiMu's Facebook reach was 49,442, Instagram reach was 24,257, and paid reach of 41,832 with 72,223 paid impressions.

In March 2022, KiDiMu hosted its first-ever Fam Jam, designed specifically for the shoulder season. Fam Jam is an outdoor family celebration to celebrate spring, community, and the launch of the 2nd version of our activity book Explore Bainbridge. Explore Bainbridge is a series of activity books designed for families to conduct a self-guided tour of historical places and kid-friendly favorite spots across the island through the lens of STEM activities. We ran a short Meta campaign to promote Fam Jam, reaching 6,282 Facebook and Instagram users with 14,770 impressions. We purposely chose to keep the campaign small due to the COVID climate in early 2022.



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Additionally, an extended version of the Hulu ad was used for a successful shoulder season paid Meta campaign that reached over 20,000 users across Facebook and Instagram in Portland, Spokane, Vancouver and Victoria BC.

### **Website Updates**

During the summer of 2022, KiDiMu hosted a controlled videography shoot in the museum. With the footage from the controlled shoot, plus additional footage from on-site and off-site events, we updated the homepage of our website with a 30-second video.

### **Reference the project objectives specified in Attachment A. Were those objectives achieved? Why or why not? Were there any unexpected positive outcomes or challenges?**

Our project objectives were to increase Bainbridge Island's and the museum's awareness through print and digital advertising, with heavy pushes during the shoulder season. We successfully increased awareness based on our annual visitorship and website traffic.

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

KiDiMu saw significant growth across museum visitorship and web traffic. In 2022, KiDiMu saw a 42% increase in web traffic since 2021, with 42,000 visits last year. 63% of those visitors came outside Bainbridge Island, Seattle, and Bremerton. We are thrilled to report a 188% increase in visitor attendance from 2021 to 2022. In 2022, we welcomed 25,537 visitors.

Due to the COVID climate at the beginning of the year, we hesitated to share in-person events with a larger audience. As the year progressed and the mask mandate lifted, we became more comfortable promoting our events to key fly markets. We anticipate another year of growth in visitorship 50+ miles or more away.

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

KiDiMu's reach was extended by our partners sharing museum programs and events on social media and through e-newsletters, including Visit Bainbridge, Bainbridge Island Chamber of Commerce, Bainbridge Island Downtown Association, Destination Bainbridge, The Island



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Wanderer, Arts and Humanities, Bloedel Reserve, Battle Point Astronomical Association, and Bainbridge Island Museum of Art.

Below is a highlight of 2022 partner activities:

- Full page co-op ad in ParentMap's Winter Adventure Guide with Destination Bainbridge
- 25% off admission coupons for Destination Bainbridge lodging partners
- Hosted a Bainbridge Island Chamber of Commerce happy hour event to share the museum's impact on tourism and to connect with local businesses and nonprofits
- Hosted the official kid zone for Bainbridge Island Downtown Association's 3rd of July event and Art and Humanities 1st annual Bridge Festival
- Provided free museum admission for media visits and bloggers coordinated with Visit Bainbridge
- Participated in Bainbridge Island Downtown Association's Art Walk, providing a pay-what-you-can family activity every first Friday
- Hosted guided family walks monthly at Bloedel Reserve
- Participated in Bainbridge Island Museum of Art's Summer and Winter Art Markets with hands-on activities, including gingerbread house building in the winter

Additionally, for our Fam Jam event, we partnered with Bainbridge Island Fire Department, Bainbridge Island Police Department, BIJAC, BIMA, Battle Point Astronomical Association, Bainbridge Island Parks and Trails Foundation, Bainbridge Island Metro Parks and Recreation, Kitsap Regional Library, MAC, Bainbridge Disposal, Johnny Breggar, Bainbridge Tea and Apothecary, and Dr. Erica St. Clair to provide hands-on activities, storytime, science experiments, live music, and more with over 750 visitors.

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

KiDiMu was graciously awarded \$15,000 for our 2022 LTAC grant. Growing our library of photos and videos has been imperative in attracting families from 50 miles or more away to visit KiDiMu and Bainbridge Island. Our 2022 funding allowed us to invest in videography that was edited for ads for social media and Hulu, as well as to update our website's homepage with a compelling 30-second video.

We invested in high-impact print advertisements with ParentMap in their Winter and Summer Family Adventure Guides. The two guides are distributed for free at grocery stores, news boxes,



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travel brochure racks, Washington State Ferries, and SeaTac Airport. A digital version is sent to over 72,000 eNews subscribers and promoted online and via social media.

According to the Downtown Seattle Visitor Intercept Survey, tourists spend an average of \$195 daily in downtown Seattle. Assuming the average family is two adults and two children, even at \$100 per day KiDiMu visitors from 50+ miles or more away spent approximately \$122,000 at Bainbridge Island restaurants, retail stores, events, lodging, and amenities.

### **Provide a good faith best-estimate of actual attendance generated by the scope of work in the three categories below:**

1. Travelers staying overnight in paid accommodations away from their place of residence or business: 533
2. Travelers staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles: 1,117
3. Travelers for the day only and traveling more than 50 miles: 3,350

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

All museum visitors fill out a sign-in sheet before entry. This sign-in sheet tracks zip codes and allows visitors to sign up for museum e-news. In 2021 and 2022, KiDiMu sent out a 2022 survey to visitors from 50 miles or more away, asking about their overall experience on Bainbridge Island, how many nights they stayed in paid accommodations, and when they intend to visit again. Unfortunately, due to a low response rate, we are using the percentages from last year's survey to this year's visitorship ascertained through the sign-in sheet for travelers staying in paid accommodations, unpaid accommodations, or day trips only.