



LODGING TAX ADVISORY COMMITTEE
MONDAY, OCTOBER 21, 2019
5:00 PM – 7:00 PM
CITY HALL
COUNCIL CONFERENCE ROOM
280 MADISON AVENUE NORTH
BAINBRIDGE ISLAND, WA 98110

AGENDA

MEMBERS: SUSIE BURDICK JOHN DINSMORE
 DOMINIQUE CANTWELL NANCY FORTNER

CHAIR: COUNCILMEMBER RASHAM NASSAR (VOTING)
VICE-CHAIR: COUNCILMEMBER MATTHEW TIRMAN (NON-VOTING)

1. CALL TO ORDER/ACCEPTANCE OF THE AGENDA /CONFLICT OF INTEREST DISCLOSURE
2. APPROVE MINUTES – SEPTEMBER 30, 2019
3. PUBLIC COMMENT
4. DELIBERATIONS
5. ADJOURNMENT



LODGING TAX ADVISORY COMMITTEE
MONDAY, SEPTEMBER 30, 2019
CITY HALL
COUNCIL CHAMBERS
280 MADISON AVENUE NORTH
BAINBRIDGE ISLAND, WA 98110

MINUTES

The meeting was called to order at 6:00 PM. LTAC members Susie Burdick, Dominique Cantwell, Nancy Fortner, and John Dinsmore were present as was Councilmember/Chair Rasham Nassar and Councilmember/Vice-Chair Matthew Tirman.

The following organizations provided a presentation describing their project and requested funding:

Applicant	Project	Request
Arts & Humanities Bainbridge	Currents Online Cultural Collaborations	14,000.00
Bainbridge Arts & Crafts	Off-Island Advertising Package	14,000.00
Bainbridge Island Chamber of Commerce	Visitor Information Center	65,410.00
Bainbridge Island Downtown Association	Multi-Media Destination Marketing Campaign	68,100.00
Bainbridge Island Historical Museum	2nd Annual Pickleball Founders Tournament	29,910.00
Bainbridge Island Lodging Association	Destination Bainbridge 2020	89,600.00
Bainbridge Island Lodging Association	Destination Bainbridge 2020: July 4th Fireworks	45,000.00
Bainbridge Island Museum of Art	Cultural Impact Programs and Festivals for 2020	10,000.00
Bainbridge Island Parks Foundation	Trillium Trail Family Run Marketing & Promotion	9,000.00
Bloedel Reserve	"Fish Where the Fish Are" Shoulder Season Awareness Campaign	23,000.00
City of Bainbridge Island	Downtown Wayfinding Signs	36,000.00
North Kitsap Tourism Coalition	Media Support	10,000.00
Visit Bainbridge Island	Multi-Media Destination Marketing Campaign	71,500.00
Visit Kitsap Peninsula	12-Month Lodging & Tourism Marketing Support	24,000.00
Winery Alliance of Bainbridge Island	BI Wineries: Wine on the Rock	27,750.00
	Total	537,270.00

The meeting adjourned at approximately 7:35 PM.

Rasham Nassar, Chair 10/21/19

City of Bainbridge Island
2020 LTAC Funding Recommendations

Applicant	Project Description and Applicant's Total Budget, if Submitted		LTAC Portion	Total Request	Award
Arts & Humanities Bainbridge	Currents Online Cultural Collaborations			14,000.00	
	Initial Expenses				
	Independent Contractor	7,000.00	5,000.00		
	Marketing & Promotions	6,500.00	5,000.00		
	Ongoing Expenses				
	Site Enhancements & Improvements	4,000.00	2,000.00		
	Administrative Site Support	12,000.00	2,000.00		
	Total	29,500.00			
Bainbridge Arts & Crafts	Off-Island Advertising Package			14,000.00	
	Print & Video Publications		14,000.00		
Bainbridge Island Chamber of Commerce	Visitor Information Center			65,410.00	
	Visitors Bureau		2,000.00		
	Tourism, Marketing and Promotion		7,000.00		
	Celebrate Bainbridge		2,000.00		
	Washington Tourism Alliance		4,000.00		
	Website Development & Maintenance				
	Maintenance, Registration, Hosting, Upkeep		1,000.00		
	Staff Time to Maintain Information		3,000.00		
	Grand Old Fourth of July (53th Anniversary)				
	Marketing, Event Planning, Operations, Staff Costs, Materials		14,000.00		
	Website Maintenance		2,000.00		
	Proposed Auxiliary Staffing		1,000.00		
	Operating a Tourism Related Facility Staffing				
	Supervisory Hours		6,000.00		
	Staffing Hours		15,000.00		
	Operation Costs of a Tourism Related Facility		8,410.00		
Bainbridge Island Downtown Association	Multi-Media Destination Marketing			68,100.00	
	Walkabout Guides	30,900.00	18,900.00		
	July 3 Street Dance/Celebrate Bainbridge	18,450.00	9,950.00		
	Art Walk	6,700.00	6,200.00		
	Girls Night Out	10,750.00	7,750.00		
	Trick or Treat Downtown	3,250.00	2,750.00		
	Holiday Celebrations	24,700.00	21,200.00		
	Memberships	1,350.00	1,350.00		
	Total	96,100.00			

City of Bainbridge Island
2020 LTAC Funding Recommendations

Applicant	Project Description and Applicant's Total Budget, if Submitted		LTAC Portion	Total Request	Award
Bainbridge Island History Museum	2nd Annual BI Pickleball Founders Tournament			29,910.00	
	Expanded Services of Tournament Director & Staff		2,145.00		
	Hiring P/T Marketing/Sponsorship Coordinator		10,865.00		
	Advertising		7,500.00		
	Graphic Design		4,000.00		
	Added Events & Commemorative Materials		3,000.00		
	Volunteer Coordinator		600.00		
	Paid Referees		1,800.00		
Bainbridge Island Lodging Association	Destination Bainbridge 2020			89,600.00	
	Administration & Overhead		4,100.00		
	Destination Bainbridge Tourism Website		9,500.00		
	Promote Oversight Tourism		19,200.00		
	Support for Island's Overnight Lodging		3,600.00		
	Partnerships		9,200.00		
	Basic BILA Budget		45,600.00		
	*Strategic Innovations & Initiatives		44,000.00		
	<i>*Assess 2021 Opportunities, Promotional Tools & Expand Partnerships</i>				
Bainbridge Island Lodging Association	Destination Bainbridge 2020: 4th of July Fireworks			45,000.00	
	Show Vendor	50,000.00	40,000.00		
	Sound Amplification	2,000.00			
	Floating Platform Purchase (One-Time)	10,000.00	5,000.00		
	Advertising & Publicity	3,000.00			
	Annual Show Support Costs	2,000.00			
	G&A	2,000.00			
	Total	69,000.00			

City of Bainbridge Island
2020 LTAC Funding Recommendations

Applicant	Project Description and Applicant's Total Budget, if Submitted		LTAC Portion	Total Request	Award
Bainbridge Island Museum of Art	Cultural Impact Programs & Festivals		10,000.00	10,000.00	
	Staffing	50,000.00			
	Marketing Materials	20,000.00			
	Advertising, Social Media	20,000.00			
	Workshop Supplies	1,200.00			
	Black History Month	1,000.00			
	Vagina Monologues	1,000.00			
	Momentum Festival*	4,000.00			
	Mojo Festival*	4,000.00			
	Music on the Plaza	1,000.00			
	Dia de los Muertos Festival*	2,000.00			
	Within Earshot/Jazz Festival*	10,000.00			
	Day of Remembrance	500.00			
	Silent Film Festival*	10,000.00			
	Indigenous Artists Exhibition	25,000.00			
	Total	149,700.00			
	* Grant funds will support marketing materials, advertising, social media ads, support festivals, outreach to encourage tourism and overnight stays				
Bainbridge Island Parks Foundation	Trillium Trail Family Run		9,000.00	9,000.00	
	Promotions	6,000.00			
	Permits	330.00			
	Supplies	3,350.00			
	Total	9,680.00			
Bloedel Reserve	Multi-Change Approach Shoulder Season: "Fish Where the Fish Are"			23,000.00	
	Cascadia Media Plan		19,000.00		
	Overnight Visitor Discount Admission Program		4,000.00		
City of Bainbridge Island	Downtown Wayfinding Signs			36,000.00	
	Fabrication & Installation		36,000.00		

City of Bainbridge Island
2020 LTAC Funding Recommendations

Applicant	Project Description and Applicant's Total Budget, if Submitted		LTAC Portion	Total Request	Award
North Kitsap Tourism Coalition	Media Support		10,000.00	10,000.00	
	Creative Design	27,600.00			
	Marketing Content Editor	1,250.00			
	Webmaster	1,200.00			
	Digital Ads (not Facebook)	6,000.00			
	Videos	6,000.00			
	Display Materials	500.00			
	Facebook Ads	4,000.00			
	Travel Writers Conference/Trade Show	200.00			
	Newsletter Email Program	150.00			
	Website Domain Renewals & Hosting	300.00			
	Spirits & Spirits Event	1,000.00			
	Printing	200.00			
	Board/Liability Insurance	1,545.00			
	Annual State Corporate Renewal	10.00			
	Total	49,955.00			
Visit Bainbridge Island	Multi-Media Destination Marketing Campaign			71,500.00	
	Administrative Expenses				
	Staffing	45,000.00	45,000.00		
	Operating Expenses	3,500.00	3,500.00		
	Subtotal	48,500.00	48,500.00		
	Marketing Expenses				
	Advertising to Target Markets	2,000.00	500.00		
	Brand Development & Collateral	3,000.00	3,000.00		
	Website: Update & Maintenance	4,000.00	4,000.00		
	Event Representation: Tradeshow, Industry Events /Meetings	2,000.00	1,000.00		
	Industry Affiliations & Memberships	1,500.00	1,500.00		
	BI Special Events & Sponsorships	1,000.00	1,000.00		
	Customer Relationship Tool (CRM)	3,500.00	3,500.00		
	Photography/Videography	2,500.00	2,000.00		
	Inbound Familiarization Tours, Client Site Inspections, Press Trips	4,000.00	3,000.00		
	Outbound Client Events & Sales Missions	2,000.00	1,000.00		
	Membership Outreach	2,500.00	2,500.00		
	Subtotal	28,000.00	23,000.00		
	Total	76,500.00	71,500.00		

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Applicant	Project Description and Applicant's Total Budget, if Submitted		LTAC Portion	Total Request	Award
Visit Kitsap Peninsula	12-Month Lodging & Tourism Marketing Support			24,000.00	
	Broadcast Media	156,000.00	8,390.85		
	Print Advertising Program	68,000.00	3,657.55		
	Digital/Social Media Programs	18,000.00	968.18		
	Broadcast & Other Video Production	26,000.00	1,398.48		
	KP Visitor Guide & Recreation Map/Printing/Distribution	23,500.00	1,264.00		
	KP National Water Trails Guide & Website/Printing/Distribution	18,000.00	968.18		
	Event Marketing/Social Media Support	17,000.00	914.39		
	VKP Website Management, Update, Calendar, Marketing Services	30,000.00	1,613.63		
	Specialty Visitor Information Guides – Production/Printing/Distribution	17,500.00	941.28		
	Public Relations/Travel Writers/FAM Tours	12,500.00	672.34		
	Industry/Recreation Trade Shows	2,500.00	134.47		
	Visitor Information & Inquiry Request Services	7,200.00	387.27		
	Other Visitor Services/Expenses	50,000.00	2,689.38		
	Total	446,200.00	24,000.00		
Winery Alliance of Bainbridge Island	Wine on the Rock (Tourism Marketing/Special Events)			27,750.00	
	Facebook Ads/Posters/Graphic Designer/Rack Card Printing		6,000.00		
	Taste Washington		1,250.00		
	Kitsap Wine Festival		500.00		
	Bainbridge Island Wine Trail Program		1,000.00		
	Photography (Two Events)		7,000.00		
	Marketing Consultant		12,000.00		
	Total		27,750.00		
	Total - All Proposals			537,270.00	