

BBC 10 May 2019 – Branding Bainbridge Business Strategy Roundtable

From blog post: [This BBC Friday join us for a Branding Bainbridge Business Brainstorming Roundtable](#). How can Bainbridge Island become a year-round event destination? How might the many places, products, and businesses on Bainbridge fashion a unified Island identity?

Everyone has a brand. Some are intentional, some are earned by actions, some good, and others not so good. What message do we, as a place on [Google maps](#), represent to the outside world, to visitors, to those considering moving their businesses to Bainbridge? Do we come across as closed and insular? Or looking to the future, innovative, creative?

A Bainbridge Brand should be true to our message: to visitors, businesses, and residents. *Bring your thoughts, ideas, visions, brains, for a lively Bainbridge Brand Business Strategy Roundtable.* (See: [visitbainbridge.com](#))

TOURISM

- An island side-line or part of our basic vision and identity is seasonal tourism
- Tourism as an exercise in branding
- North Kitsap Tourism effort at a brand

THERE'S NO ONE THING at or about Bainbridge

- To Seattle ... BI as a concierge location (yet still mostly seasonal)
- Year round Island brand/identity would help businesses through the off-season
- Tourist statistic: "One hour activity for every 4 hours of travel"
- BI AND Kitsap County (a gateway community)
- Experiential recreation and education destination ideas
- It's about branding a region not an activity
- There's not a single brand idea (as e.g. Leavenworth); a crossroads mixed identity that stands between Seattle and West Sound...
- It's not a survival issue for BI like it was for Leavenworth

Why hasn't it worked before, these efforts?

- Targeting niche markets
- Dollars generated are basis for marketing
- What's the purpose of a single island brand?
- Signage is going to change on Island; how does that fit into a Branding discussion?
- Outdoors Bainbridge (e.g. Blodel Reserve); model could be expanded island-wide

TAKE AWAY

- Year Round (off season) Island Identity
- B.I Rain Festival (tried this back in 2000)
- Replace "Brand" talk with "destination" talk, to reflect more than just the business side of the discussion.
- remember we already have a brand, identity, vision, unified ID: "We are an Island."

(Next follow-up Business Strategy Roundtable, 6 June 2019, w/ Leslie Schneider & Steve Rabago.)

Some great thoughts on “Branding Bainbridge” roundtable from Matt Albee:

Key takeaways from today’s branding discussion:

- There have been multiple previous efforts around branding Bainbridge
- Most efforts have focused on tourism (vs. industry, residential use, events, etc)
- Prior efforts have not gained momentum - mostly due to lack of funding?
- Some fraction of island residents are against tourism; even against business development
- Tourism promotion funding (ie LTAC grant \$) is divided into small pieces, no coordinated effort

Questions I have for future discussions:

- What is the role of tourism in a strong, sustainable local economy?
- Generation of tax revenue for the city?
- Creation of jobs? What % of these jobs are for island residents? Does that matter?
- Support of businesses that serve locals (wineries, restaurants, spas, Bloedel etc) that might otherwise struggle or not exist at all
- How might the development of a Bainbridge brand factor into a strategic plan for the development of a strong, sustainable local economy? Is tourism the right focus for such a brand?
- How does the need for more workforce housing factor into plans for a Bainbridge brand
- Does the launch of a Bainbridge brand have to be supported by an ongoing marketing campaign (read: \$\$), or could it just be some graphic design and usage standards (perhaps using what’s already completed) that is promulgated for use by all the various stakeholders?
- Why have prior efforts failed to gain momentum? Funding? Design issues? Lack of coordination?
- Would the business community get behind a coordinated branding effort, support it with \$ and/or by using it in their own marketing?

Cheers,
Matt Albee

How can tourism help to spark home-grown economy on the island?

[brainstorming from Leslie Schneider]

Develop TOURS to groups of businesses on a theme.

1. Invention/innovation/maker space/incubator
 - BARN
 - OfficeXpats
 2. Agriculture and craft food production
 - Small organic permaculture farms
 - Mushrooming
 - Aquaculture
 - Fermentation (Iggy's Kampuchea, etc.)
 - Exotic spice farms
 3. Green Building
 - Living Building Challenge
 - Grow Community
 - Community Solar on City Hall
 4. Art / creativity
 - BARN
 - Large Art Studio, Day Road Industrial Park
 - BIMA showcasing local art and culture
 - Public Art on BI (e.g. "Something New"), Art walks, Labyrinth
 - Studio Tour
 5. Artisan local food and drink
 - Mora
 - BonBon
 - Distilleries/breweries/wineries
 - Specialty restaurants
 - L'Atelier TR Chocolate Waffles
 6. Adventure
 - Kayaking
 - Zip line
 - Bicycling
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