

Zoom-chat Discussion Notes: December's End, Open MIC Friday, Part 2

Plan, imagine, pretend, make it up. Kinda a *Looking Forward, Not Looking Back* sort of thing.

- ✓ **Betty Herman message:** Hi, BBC. I'll miss the meeting this morning, but I did want to wish each of you a Happy Holyday and great New Year. I am always impressed by the tenacity, creativity, thoughtful comments, willingness to help each other, and that laughter that is present at each meeting. May 2021 bring you good health and joy and peace in your hearts.
- ✓ **Steve Kersten:** Steve rings bell vigorously. Steve handles the BBC funds, part of which pays Jason for hosting our website. If you would like to give your (voluntary) \$5 annual gift to the BBC, send a check, payable to Steve Kersten: 145 Ferncliff Ave NE, Unit D339, Bainbridge Island, WA (put "BBC" in the memo line.) Thank you.
- ✓ **Stefan Goldby:** Yes, indeed I am the new Chamber CEO/President (announcement below). If you have ideas or suggestions for the Chamber or Island business community, please feel free to email me your thoughts (stefan@chemistryproductions.com). Things are going well at *B.I. General Store*, bainbridgeislandgeneralstore.com.
- ✓ **Cilla Utne:** In 2021, we're looking at new U.S. travel adventures, via Amtrak (crossculturaljourneys.com), holiday gift cards available! Cross Cultural Journeys Foundation (crossculturaljourneys.com/ccj-foundation).
- ✓ **Abell Smith:** New City Council member, North Ward is Brenda Fantroy-Johnson (BainbridgeWa.gov).
- ✓ **Rosette Gault:** (posysmagicturtle.com & artseedbooks.com). Remember, "You can't go faster than you're going." Virtual exhibition of Rosette's Paperclay art work in Madison (get link from Rosette). Paperclay illuminated particle and wave. Elegore the magic turtle.
- ✓ **Robert Weschler:** Your ideas are always welcome to Sustainable Bainbridge (sustainablebainbridge.org).
- ✓ **Chris Mueller:** See attached (below) "Visit Bainbridge Island Annual Tourism Marketing Report 2020."
- ✓ **Mickey Molnaire:** Check out "Show WA Love" showwalove.com. See also hellobainbridge.com.
- ✓ **Bill Ruddick:** Next year's an enigma. Doing business in 2021 - *look beyond what you normally see*. Good book: *The True Power of Water: Healing and Discovering Ourselves*, Masaru Emoto (on amazon.com).

COVID-19 pandemic status report (Worldwide & US) <https://www.worldometers.info/coronavirus/>

Previous 11 Dec 2020 Deaths Worldwide: 1,598,752 / Deaths United States: 301,866 (18.8% of world deaths)

As of 18 December 2020 Deaths Worldwide: 1,680,851 / Deaths United States: 320,828 (19.1% of world deaths)

NOTE: U.S. deaths and percentage raising again for the first time after many months.

Today's rogues gallery of BBC regulars (and list of links mentioned above):



Chamber News



Chamber Board Selects Stefan Goldby as the New President/CEO

On behalf of the Board of Directors, I am thrilled to welcome Stefan Goldby to the role of President & CEO of the Bainbridge Island Chamber of Commerce. Stefan is an island resident with strong existing relationships in the community and a passion for helping Bainbridge businesses thrive in connection with the Island at large. Over the past year, well before he was selected for the role, Stefan has demonstrated this passion by initiating and guiding multiple projects that have helped Island businesses through pandemic-caused challenges. It is hard to imagine a better person for the position. Stefan will bring fresh perspective and new ideas to the Chamber at a time when new ideas are greatly needed.

-- Matt Albee, Chamber Board Chair

I would like to thank the Chamber of Commerce for the trust and belief they are placing in me to be a positive agent of change and evolution on Bainbridge. Over recent months, through campaigns like Bainbridge Strong and the digital General Store, I have had the opportunity to sit and talk with many local businesses about the specific challenges 2020 has brought, and with their guidance, to develop potential collective solutions. I am so very excited to intensify and amplify those efforts in 2021 as Chamber President/CEO - here to help and to support not just our business members, but our entire island community.

-- Stefan Goldby, Incoming President & CEO



VISIT BAINBRIDGE ISLAND

ANNUAL TOURISM MARKETING REPORT 2020





Bainbridge Tourism Partners,

As 2020 comes to a close, I wanted to take this opportunity to thank you for your support and partnership in the face of very challenging times.

Welcome to the "Annual Tourism Marketing Report," a communication piece designed to let you know what Visit Bainbridge Island (VBI) has been working on in our first official year as the island's Destination Marketing Organization (DMO). Even in the midst of a global pandemic with travel coming to a halt in March, we carried on doing important behind-the-scenes work. As things began to ease in early June, we resumed marketing the island through the summer as a safe, outdoor recreational escape. We continued into the fall with awareness-building advertising and earned media through social influencers.

With optimism for travel opening up in 2021 as the vaccine is more readily available, we're hopeful for increased tourism numbers in the coming year. In a recent presentation by Adam Sacks, President and CEO of Tourism Economics, he estimated that 40% of Americans will be vaccinated by the end of Q1. Once the vaccine is more widely distributed and Covid-19 lower considerably, travel should begin to bounce back by Q3.

Our work in 2020 has set the stage for the coming year, by putting marketing infrastructure in place and building awareness about all that Bainbridge Island has to offer visitors. We anticipate increased travelers as we move toward the summer months with continued improvement into the fall and early winter.

In closing, I would again like to thank you for your support. We could not have accomplished the things we did without your partnership every step of the way. We look forward to preparing to welcome visitors back to Bainbridge Island in 2021!

With warm regards,

A handwritten signature in black ink that reads "Chris".

Christine Mueller
Executive Director, Visit Bainbridge Island

Operational

As VBI's first official year as a 501(c)(6) DMO, it was important to build a strong foundation for long-term viability. Some of these activities included first time filings for business licenses, IRS tax exemption paperwork, engaging an accountant to set up our books, insurance, an official post office box mailing address, and finalizing our legal charter documents.

Marketing/Advertising

What started out as a year full of promise for our tourism community, quickly came to an abrupt halt. With the onset of Covid-19, non-essential travel meant a stop to all leisure and business travel. VBI immediately paused destination marketing to focus on Covid-19 tourism communication bulletins and internal operational activities that could be done remotely, such as website development. As we moved into summer, travel restrictions eased a bit and Western Washington residents seemed anxious for a change in scenery. Working closely with Claire Donahue, Marketing Director at the Bainbridge Island Lodging Association (BILA), we began a coordinated response to media inquiries. All work took into consideration the current WA State reopening phase and reflected the guidelines recommended by state and local government agencies.

Here are a few examples of our earned media and the published articles:

Red Tricycle - [3 Ways to Spend the Day \(& Stay\) on Bainbridge Island](#)

Parent Map - [An Easy Ferry Day Trip for Seattle-Area Families](#)

Seattle Times - [Bainbridge Island Makes a Ferry Good Escape Plan for Families](#)

Sip Magazine - Spring Issue highlighting Hitchcock Restaurant, photo credit to Tour Bainbridge

Bainbridge Island Review - How Covid-19 has Impacted Tourism on Bainbridge, multi part series

Everett Herald - [Day Trip to Bainbridge Island Offers Reflection and Relaxation](#)

Red Tricycle - [9 Scenic Drives to See Spectacular Fall Colors](#)

Greater Seattle Business Association (GSBA) - [Partner Spotlight feature on Visit Bainbridge, \(pg24\)](#)

Red Tricycle - Winter Family Activities for Families (pending)

As the year progressed, fall brought us new hope for a vaccine. Tourism leaders with the Washington Tourism Alliance (WTA), US Travel Association and the Port of Seattle began planning for tourism recovery. With this in mind, and stakeholder feedback, we secured a handful of paid advertising opportunities (featured on page 7) in the leisure drive markets for placement in 2021.

Sound Publishing – Show the Love Staycation Guide

Circulation 36,000. Co-op ad with the Bainbridge Island Lodging Association

Target audience: Kitsap and Olympic peninsula leisure overnight market.

GSBA Digital Magazine - "The Perspective" Winter edition – Escape, Enjoy, Explore Bainbridge

Circulation 9,000 plus social media, e-news and website promotion.

Co-op ad with the Bainbridge Island Lodging Association

Target audience: LGBTQ leisure Washington State/Regional overnight market.

Pacific Publishing - Seattle Annual Manual

Circulation 26,000, quarterly throughout 2021

Co-op ad with Bainbridge Island Lodging Association

Target audience: Regional leisure overnight market

Saga City - Visit Seattle Official Visitors Guide, COVID edition

Circulation 200,000 Q1-2 2021, with special placement in Portland Monthly magazine.

Highly targeted edition focused on visiting the PNW safely and responsibly through the remaining phases of the state's Safe Start reopening plan.

No co-op, Visit Bainbridge Island destination ad

Target audience: WA, MT, ID, OR and CA overnight leisure market.

NW Travel & Life - "52 Getaways" edition

Circulation 300,000 and newsstands at 1200+ retailers across the Western US and BC

No co-op, Visit Bainbridge Island destination ad

Target audience: WA, MT, ID, OR, CA and BC leisure overnight market.

Website and Social Media

We are excited to report VisitBainbridgeIsland.org is now live! Local Bainbridge web designer Artsopolis has completed the refresh of the VBI website. The original site has been redirected to our new domain and legal name, Visit Bainbridge Island. Features include an integration with the Arts & Humanities Bainbridge (AHB) calendar, which will serve as the visitor resource to match their interests with arts, culture and local events. AHB has also developed a comprehensive Bainbridge hospitality business directory to showcase our vibrant restaurants, attractions, retailers, etc. Also new to the site is the "Where to Stay" tab which directs visitors to Destination Bainbridge (managed by BILA), where all Island lodging options are featured. These streamlined improvements are sure to enhance our visitor experience.

VBI successfully launched its social media in May with help from Bainbridge resident and former Visit Seattle Public Relations Specialist, Chantelle Lusebrink. We are focusing on Facebook (FB) and Instagram (IG), with an eye to Twitter in the future. As a result of strong content strategy, we have grown our followers to 700+ on IG, with average weekly audience reach of 2,500 and are approaching 200 on FB. Please give VBI a follow @VisitBainbridgeIslandWa and tag #VisitBainbridgeIslandWa so we can follow along on your adventures.

Visit Bainbridge Island Logo – Thank you to Korum Bishoff, who graciously donated his time to update the official VBI logo styling and color palate, it really looks fantastic!

Photography

VBI worked with Bainbridge photographer Pete Saloutos for the rights to a beautiful aerial image for use in advertising, promotions and on our website. The image is so stunning, it also caught the attention of the Port of Seattle and is featured in their 2021 international brochures.

Industry Memberships/Partnerships

Visit Bainbridge Island joined the following organizations to support its core mission of destination marketing: Washington State Destination Marketing Organizations (WSDMO), Greater Seattle Business Association (GSBA), Washington Tourism Alliance (WTA) and Visit Seattle. VBI also established strategic relationships with similar Destination Marketing Organizations, such as Visit Kitsap Peninsula and the Olympic Peninsula in an effort to share best practices and possible co-op marketing opportunities.

Event Representation

Virtual meetings replaced in-person industry tradeshows, events and meetings. Here are some of the events VBI participated in:

Bainbridge tourism update presentation hosted by VBI via Zoom to 40 regional concierge over the summer with participation from lodging, restaurants, retail businesses, BI parks, Winery Alliance, Tour Bainbridge and Bloedel.

VBI invited to participate in Greater Seattle Business Association's (GSBA) Tourism Advisory Board, meets quarterly and focuses on LGBTQ travel. VBI was also featured as their "Member Spotlight" on their *Travel Out Seattle* website and FB page

Attended the Washington Tourism Alliance (WTA) Annual Tourism "virtual" Conference in October.

The WTA included VBI in their Peninsulas focus group seeking input on their upcoming branding and marketing initiatives. This provides invaluable opportunities for Bainbridge to be represented in local and state tourism conversations.

VBI represented Bainbridge in the Port of Seattle's - U.S. Embassy London - Opening Up America's Pacific Northwest event in early December.

Inbound FAMs, Client Sites, Press Trips

Activity has really picked up in the last quarter of the year, below are a few highlights of sites VBI coordinated. Thank you to all our tourism partners who helped make these happen, especially Claire Donahue (BILA) who led the way with her organization's support.

Hosted social media influencer visit to Bainbridge: *Scout the Golden Retriever*, 219k followers @scoutgoldenretriever. Two-day highlight tour of Bainbridge, "Scout Hugs" meet and greet downtown. Bainbridge has been receiving tags/follows from visitors who saw this promotion on social media. Followed with a "Best of Bainbridge" weekend giveaway to Scout's followers for destination awareness and exposure. Thank you to the Inn at Pleasant Beach, BI Barkery, Tour Bainbridge and BILA for their promotional contributions.

Hosted travel writer for *Red Tricycle* (family blog with an average monthly page views of 2.7M) for an article on family fun for the holidays and winter activities on Bainbridge. Collaboration with BILA.

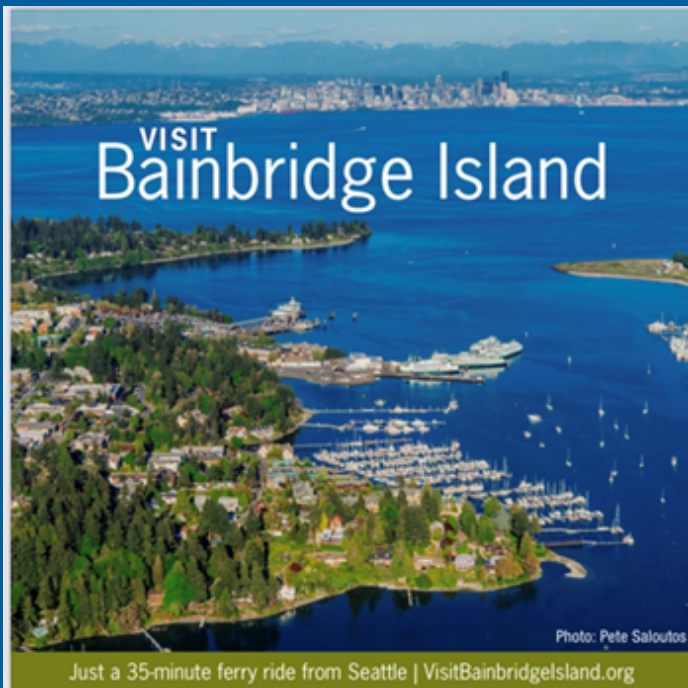
Hosted travel writer for *NW Travel & Life* for an article focusing on the Bloedel Reserve as well as special island gardens including the Japanese Exclusion Memorial, Bainbridge Gardens, Halls Hill Labyrinth and Heyday Farm. Collaboration with BILA.

Outbound Client Sales Missions

The most significant activity to report in this category, is VBI's collaboration with the Port of Seattle. Bainbridge Island will be featured for the first time in their 2021 international cruise and stay brochure as one of the "Exciting Experiences Within Minutes of Seattle" and as a featured stop in the "Explore Washington Waterways" trip planner. You can also find Bainbridge represented in their "Ultimate Pacific Northwest Road Trip" itinerary promoted on their website and in the UK, Australia and Germany. Stay tuned for more exciting news coming from this partnership!

Sustainable Funding

In its first year in operation, VBI was financially dependent on its Bainbridge Island Lodging Tax Grant as its sole source of funding. Although we had hopes to launch a partnership program to further support our tourism efforts, the global pandemic had other plans. We will revisit this with a modified program launch in 2021.



Visit Seattle Visitors Guide, NW Travel & Life



GSBA Perspective Magazine & Pacific Publishing, Annual Seattle Annual Manual



Show the Love Staycation Guide