



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Meeting Agenda

20 June 2018 – 6pm

Sturbridge Town Hall, 308 Main Street, 2nd floor meeting room

1. Call to Order
2. Approval of Previous Minutes – 30 May 2018
3. Treasurers Report
4. New Business
 - a. Rick Hoyt Sturbridge Half Marathon – Funding Request
 - b. Worcester Magazine – Funding Request
 - c. Business Advocacy Group – Funding Request
 - d. Discover Central Massachusetts – Discussion
 - e. Funding Support Parameters – Discussion
 - f. Encumbering Funds FY2018 - Discussion
5. Old Business
 - a. End of Year Purchases – Discussion
6. Sturbridge Farmers Market Update
7. EDTC Report
8. Next Meeting
9. Adjourn

Respectfully Submitted:
Kevin Filchak, M.P.A.

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Break



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Draft Minutes

30 May 2018, 6pm

Center Office Building, 301 Main Street, 2nd floor meeting room

Members Present | Brian Amedy (BA), Chair; Tom Chamberland (TC) Vice-Chair; Jeff Ardis (JA); Nick Salvador (NS)

Guests | Beck Rustic (BR); Alix McNitt (AM); Clarence Synder (CS); Gary Zuma (GZ)

Staff | Kevin Filchak (KF), Economic Development & Tourism Coordinator

1. **Call to Order** | BA called the meeting to order at 6:01pm. A quorum was present.
2. **Review of Previous Minutes – 2 May 2018** | KF noted an error in the amount allocated for the Hartford Courant from the meeting as it was \$0.05 under what was required, explaining that the Budget Warrant was still submitted with the \$0.05 increase after notification was provided to the chair. KF also noted that the Brimfield Guide did not have a monetary amount associated with it in the draft minutes. *TC MOVED to amend the EDTC report to allocate \$600 out of FY2018 Marketing to purchase a full page ad in the Brimfield Guide. NS seconded. APPROVED 4-0. TC MOVED to accept the minutes as corrected. BA seconded. APPROVED 4-0.*
3. **Treasurer's Report** | KF provided update on the report. *TC MOVED to approve the treasurer's report as presented.* Discussion raised by TC to ask for more descriptions on the cover sheet of future reports. *JA seconded. APPROVED 4-0.*
4. **New Business**
 - a. **New England Shake Up** | BR representing. Provided summary of the 1950s themed event, noting that the Host Hotel has been booked since February for the event. BR continued to discuss how the show has been expanding and such needs more transportation capabilities. BR detailed the shuttle transportation plan including how it will help hotel guests connect with local businesses and how it will run on Friday and Saturday. TC asked how BR came to choose the shuttle company in question. BR noted that she used a quote from a company she had a history with, but that she did get quotes from other businesses. BA noted the freedom the group will be afforded to visit different venues in

Town. NS asked if the van will stop at other location apart from hotel. BR said that the drivers would be permitted to stop or adjust the route as necessary. TC noted the potential that money from the STA may be less in the future due to an increase in request. General discussion. JA asked why the Shake Up did not use the full amount allocated in FY2018. KF explained that FY2017 was not listed on his cover memo and that those allocated dollars were spent. BR noted that they were not seeing the returns on the radio and hence did not spend the full allocation. *TC MOVED to allocate \$5,907 from FY2019 Community Support, and \$3,075 from FY2019 Marketing to support the 2018 New England Shake Up subject to Town Meeting appropriation. NS seconded. APPROVED 4-0.*

- b. **The Big MOE** | GZ and CS representing. CS provided a general overview and explanation of the Hamilton Rod and Gun Club (HRG) and the Big MOE. CS noted that due to recent accidents at other shows (not their own), insurers have increased their fees to cover events like the Big MOE; CS further explained how the costs have evolved over the years to make the event cost prohibitive for them. He went on to explain that the HRG usually covers the volunteer food costs. He concluded explaining other events the HRG does and that these are revenue neutral events and a way to give back to the community. TC expressed concern with the purchase of insurance, CS understood and there was a general discussion about possibly having the Town listed as additionally insured under the policy. There was general discussion on potential funding challenges in the future. NS asked if the quoted insurance amount was for the event only, and CS confirmed the insurance is only for the Big MOE. General discussion on the Plimpton Property. *TC MOVED to allocate \$6,470 from FY2019 Community Support to support the 2018 Big MOE at the Hamilton Rod and Gun Club subject to Town Meeting appropriation and that the Town be listed as additionally insured. JA seconded. APPROVED 4-0.*
- c. **Makerspace** | (In the interest of time, the members moved this article after Agenda Item 4.d). KF provided a detailed explanation of reasoning behind the makerspace, referencing the 2011 Master Plan and the proposed makerspace purchases for the Town. TC raised several points, questioning whether or not this falls under the definition of 'tourism' and whether or not this sort of purchase would be better found under the Town's line item budget. There was general discussion on the article, and potentially having it go before the Special Town Meeting in the fall if there is enough interest. KF suggested tabling this topic for now until a more developed idea could be presented. Members concurred.
- d. **Chamber of Central MA South** (in the interest of time, the members moved this article ahead of Agenda Item 4.c). AM spoke on behalf of all three applications.
 - i. **Harvest Festival** | AM noted that this event has been level funded based on last year's numbers, further explaining that this is the 29th year of the event. BA

asked about the sponsorship of the event, AM talked about the Chefs of Sturbridge and the nonprofits, and how due to a lack of interest she brought in food trucks several years ago. She said that crafters pay a fee but it is low. TC noted the need to potentially alter the allocation in future years and for the Chamber to prepare for that. General discussion on funding. BA MOVED to allocate \$3,300 from the FY2019 Marketing line item and \$4,450 from the FY2019 Community Support line item to support the 2018 Harvest Festival contingent upon approval of the funds at the Annual Town Meeting. TC seconded. APPROVED (4-0).

ii. **2018 GeoFest** | AM noted that this is another level funded event and had moved to the Westfield Dam. AM gave a general overview of the event, noting that there may be a need to move the event up to July. General discussion on the timing of the event. TC asked about sponsorship, AM explained how the event brings people to town but that no sponsorship dollars are coming in for the event. General discussion about sponsorship and fees. KF asked if the swag items being purchased by the STA was being sold. AM explained that the swag is being resold by the Chamber of Commerce. JA asked about the travel contingent. AM explained that they capture information and where attendees are coming from. AM explained breakdown of costs followed by a general discussion on the breakdown. *TC MOVED to allocate \$1370 from FY2019 Marketing and \$3230 from FY2019 Community Support for GeoFest subject to Town Meeting approval. BA seconded. APPROVED (4-0).*

iii. **Marketing 2018** |

1. **Discover New England** | AM explained that the partnership with DNE allows for a presence in the international market and detailed leads gained from it. AM explained that she has not seen a strong return on investment as it appears international travel is down. General discussion on international market. No action taken.

2. **Journal of Antiques and Collectibles** | AM gave brief overview. JA asked if the market for this guide was already aware of Sturbridge. BA explained how the Town has already purchased ad space in the guide, leading to a general discussion on marking of the Town and TC and BA emphasizing the need to not have redundancy in adverts.

3. **#800 Line and Mailing** | AM explained the cost increase over last year primarily coming from wedding groups. JA asked about the #800 line, and AM provided brief overview, JA asked about the need for the #800

line. Extensive discussion on the #800 line and fulfillment. *BA MOVED to allocate \$850 from the FY2019 Marketing line item for the tourism phone line and fulfillment with the stipulation that it is approve at the Annual Town Meeting, and with the understanding that KF and AM will study the 800 phone line. TC seconded. APPROVED 4-0.*

4. Hartford Courant (HC) / Albany Times Union (ATU) / Mass Live (ML) | AM explained the \$1,000 increase in the request for the ATU, citing the increase in digital ads and detailing their geotargeting abilities, further discussing the success from the previous campaign. General discussion on costs. JA asked about the relative spend between Albany and Hartford, AM explained the value of each ATU and HC. JA asked AM to topline both the ATU and the HC. General discussion on how to draw crowds and put heads in beds for hotels. JA asked about the value of the HC, and asked if the ATU is more valuable when compared to the HC due to its increased costs. General discussion on the value of the HC, with the members ultimately deciding to pass on the HC. *JA MOVED to allocate \$19,000 from the FY2019 Marketing line item for the Albany Times Union ad campaign contingent upon approval at Town Meeting. BA seconded. APPROVED 4-0. TC MOVED to allocate \$10,000 from the FY2019 Marketing line item for the Mass Live ad campaign contingent upon approval at Town Meeting. BA seconded. APPROVED 4-0.*

5. Discretionary Funds | General discussion on the discretionary funds. *TC MOVED to allocate \$2,000 from the FY2019 Marketing line item in discretionary funds for the Chamber's ad campaigns. NS seconded. APPROVED 4-0.*

e. Sturbridge Tourist Association

i. Mystic Information Center | KF provided overview on the situation regarding the under allocation at the meeting on 2 May. *TC MOVED to increase the allocation for the purchase of brochure rack space with the Mystic Tourist Information Center initially approved from FY2018 Marketing on 2 May from \$525 to \$595. JA seconded. APPROVED 4-0.*

ii. Visitsturbridge.org | KF gave a status update for the visitsturbridge.org website as well as the merchantsofsturbridge.org website and presented several options to the committee. JA suggested that the STA let the merchantsofsturbridge.org website go and only keep the URL for visitsturbridge.org. The STA concurred with

this suggestion. *BA MOVED to allocate \$30 from FY2018 for the renewal of the visitsturbridge.org website. RS seconded. APPROVED 4-0.*

- iii. **Putnam Traveler** | The STA discussed, but ultimately decided not to purchase ad space with the Putnam Traveler.
- iv. **Reimbursement Request** | *BA MOVED to reimburse Tom Chamberland \$17.00 from the FY2018 Community Support line item to reimburse for parking costs at the Hartford Courant Travel Show. JA seconded. APPROVED 3-0-1.* TC abstained from the vote.
- v. **End of Year Purchases** | The members had a general discussion regarding possible items for the STA to purchase with the remaining FY2018 dollars. KF said he would develop some suggestions for the STA's next meeting.

5. Old Business

- a. **QR Codes** | As per the STA's request, KF had developed and presented to the committee several options for potential QR code readers to be placed in public spaces. The committee discussed and decided upon a design and format. KF will pursue developing this program.
- 6. **Farmers Market Planning Committee Update** | KF provided a brief summary of the activities of the Farmers Market and noted that additional purchases were needed hence, a request from the committee for an additional \$200. *TC MOVED and JA seconded to allocate \$200 from FY2018 Community Support for the Sturbridge Farmers Market Planning Committee. APPROVED 4-0.*
 - 7. **EDTC Update** | In the interest of time KF quickly reviewed the EDTC update and asked members to send him any questions they may have on its contents.
 - 8. **Next Meeting** | The STA discussed possibly meeting on 27 June.
 - 9. **Adjourn** | The STA moved by acclamation to adjourn at 9:07pm.

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Sturbridge Tourist Association - FY 18 Budget

Account	Account #	Original Total	Revenue Adjustments	Revised Total	Expenditure	Current Total Balance
Community Support	56552	\$34,093.50	\$0.00	\$34,093.50	\$30,097.41	\$3,996.09
Marketing and Advertising	56551	\$93,268.50	\$0.00	\$93,268.50	\$68,695.50	\$24,573.00
EDTC	51130	\$34,595.00	\$0.00	\$34,595.00	\$31,268.16	\$3,326.84
Tourism*	58618	\$0.00	\$22,852.38	\$22,852.38	\$2,712.07	\$20,140.31
Total		\$161,957.00	\$22,852.38	\$184,809.38	\$132,773.14	\$52,036.24

*Encumbered fund to support Town's wayfinding initiative.

Date	Item	Cost
5/24/2018	Pintastic	\$766.57
5/29/2018	Weathervane	\$2,500.00
5/29/2018	Kwik Print Inc	\$2,340.00
5/29/2018	Hartford Courant	\$6,500.00
6/4/2018	Mystic Tourist Center	\$595.00
6/11/2018	Pintastic	\$773.31
6/11/2018	Weathervane	\$600.00
6/11/2018	EDTC	\$20.49
6/11/2018	W.B. Mason	\$219.90
6/4/2018	I am T-Shirts	\$258.00
6/4/2018	Tom Chamberland	\$17.00
6/11/2018	Concerts on Commons	\$600.00
5/31/2018	Payroll - May	\$3,326.40
	Total	\$18,516.67

Community Support Allocations	
Total Allocated	\$32,625.00
Spent	\$30,080.41
Remaining Allocated	\$2,544.59
Remaining Unallocated	\$1,468.50
Un-Used Funding	\$134.45
Total Available Funds	\$1,602.95

Spent	88%
Allocated	96%
Un-Allocated	4%

Item	Allocated	Spent	Remaining	Date Approved
Pintastic	\$3,130.00	\$3,130.00	\$0.00	5/3/2017
Concerts on the Commons**	\$2,000.00	\$1,950.00	\$50.00	6/14/2017
Harvest Festival	\$4,450.00	\$4,414.00	\$36.00	6/14/2017
GeoFest 2017 / 2018	\$1,710.00	\$1,710.00	\$0.00	6/14/2017
Discover Central MA Membership	\$100.00	\$100.00	\$0.00	8/12/2017
September Business Breakfast	\$0.00	\$0.00	\$0.00	8/12/2017
Sturbridge Lakes Association	\$375.00	\$375.00	\$0.00	10/25/2017
Reimbursement Hartford Current Travel Show	\$150.00	\$101.55	\$48.45	10/25/2017
GeoFest 2018	\$210.00	\$0.00	\$210.00	11/15/2017
Sturbridge/Southbridge Business Breakfast	\$300.00	\$300.00	\$0.00	11/15/2017
TRANSFER	\$11,000.00	\$11,000.00	\$0.00	1/10/2018
Opacum	\$1,600.00	\$0.00	\$1,600.00	2/21/2018
TRANSFER	\$5,000.00	\$5,000.00	\$0.00	2/21/2018
STR	\$1,500.00	\$1,500.00	\$0.00	2/21/2018
Colonial Drill and Muster	\$600.00	\$44.50	\$555.50	5/2/2018
Sturbridge Farmers Market	\$500.00	\$455.36	\$44.64	5/2/2018
Trail Committee Table Top	\$290.00	\$0.00	\$290.00	5/2/2018
Sturbridge Farmers Market	\$200.00	\$0.00	\$200.00	5/30/2018
Chamberland Reimbursement	\$17.00	\$17.00	\$0.00	5/30/2018

Marketing Allocations	
Total Allocated	\$94,330.65
Spent	\$68,623.39
Remaining Allocated	\$25,692.49
Remaining Unallocated	-\$1,062.15
Un-Used Funding	\$6,265.91
Total Available Funds	\$5,203.76

Spent	74%
Allocated	101%
Un-Allocated	-1%

Item	Allocated	Spent	Remaining	Date Approved
Pintastic	\$2,600.00	\$2,600.00	\$0.00	5/3/2017
New England Shake Up!	\$4,770.00	\$1,588.20	\$3,181.80	5/3/2017
Harvest Festival	\$3,300.00	\$3,298.00	\$2.00	6/14/2017
GeoFest 2017 / 2018*^	\$870.00	\$884.77	-\$14.77	6/14/2017
Discover New England (CCMS)	\$1,000.00	\$1,000.00	\$0.00	6/14/2017
Journal of Antiques and Collectibles (CCMS)	\$1,800.00	\$1,800.00	\$0.00	6/14/2017
Tourism "800" Line and Fulfillment	\$720.00	\$622.77	\$97.23	6/14/2017
Hartford Courant - July/Sept (CCMS)	\$15,000.00	\$15,000.00	\$0.00	6/14/2017
Albany Times Union - July/Sept (CCMS)	\$18,000.00	\$18,000.00	\$0.00	6/14/2017
Discretionary Funds (CCMS)	\$2,000.00	\$475.00	\$1,525.00	6/14/2017
Worcester Magazine	\$880.00	\$880.00	\$0.00	8/12/2017
Sturbridge Commons Guide	\$1,199.00	\$1,199.00	\$0.00	9/13/2017
Putnam Traveler (Fall Edition)	\$260.00	\$260.00	\$0.00	9/13/2017
Worcester Magazine	\$5,780.00	\$4,760.00	\$1,020.00	9/13/2017
Sturbridge Antiques Show	\$6,100.00	\$6,100.00	\$0.00	10/25/2017
Pintastic	\$3,000.00	\$1,539.88	\$1,460.12	10/25/2017
GeoFest 2018	\$1,515.00	\$1,457.27	\$42.96	11/15/2017
Sturbridge Visitor Guide - Subsidies	\$5,000.00	\$3,257.50	\$1,742.50	11/15/2017
Sturbridge Visitor Guide - Back Cover	\$950.00	\$950.00	\$0.00	11/15/2017
Sturbridge Visitor Guide - Extra Copies	\$2,000.00	\$2,000.00	\$0.00	11/15/2017
STA - Hartford Courant Campaign	\$8,000.00	\$6,500.00	\$1,500.00	1/10/2018
QR Code Campaign	\$250.00	\$240.39	\$9.61	1/10/2018
Trail Protector for the American Trails	\$100.00	\$100.00	\$0.00	1/10/2018
Discover Central MA Full Page Ad	\$950.00	\$950.00	\$0.00	1/10/2018
The Last Green Valley	\$685.00	\$685.00	\$0.00	1/10/2018
TRANSFER	-\$11,000.00	-\$11,000.00	\$0.00	1/10/2018
Opacum	\$6,190.00	\$1,373.96	\$4,816.04	2/21/2018
Folders	\$5,000.00	\$4,840.00	\$160.00	2/21/2018
TRANSFER	-\$5,000.00	-\$5,000.00	\$0.00	2/21/2018
Albany Times Union - Spring (CCMS)	\$10,000.00	\$0.00	\$10,000.00	2/21/2018
AAA	\$550.00	\$550.00	\$0.00	2/21/2018
AAA Travel	\$150.00	\$0.00	\$150.00	2/21/2018
Sturbridge Antque Show (Difference)	\$516.65	\$516.65	\$0.00	5/2/2018
Brimfield Guide	\$600.00	\$600.00	\$0.00	5/2/2018
Mystic Tourist Information Center	\$595.00	\$595.00	\$0.00	5/30/2018

**The Concerts on the Commons pays for events in the summer of 2017 and June 2018.

*^As the 2018 Geofest was approved on both 6/14/2017 and again on 11/15/2017, the overexpenditure of \$14.77 was taken out of the ladder's total.

Allocation Totals / Comparisons

Community Support	FY2018	FY2017	FY2016**
July	33%	36%	-
August	33%	36%	-
September	33%	36%	-
October	35%	41%	-
November	36%	56%	-
December	36%	56%	-
January	73%	56%	-
February	88%	73%	-
March	97%	73%	-
April	97%	73%	-
May	374%	92%	-
June		98%	-
Marketing	FY2018	FY2017	FY2016
July	54%	30%	-
August	55%	30%	-
September	62%	43%	-
October	72%	50%	-
November	82%	53%	-
December	82%	53%	-
January	93%	62%	-
February	99%	65%	-
March	81%	95%	-
April	93%	95%	-
May	101%	101%	-
June		101%	-

Spending Totals / Comparisons

Community Support	FY2018	FY2017	FY2016**
July	13%	7%	-
August	15%	9%	-
September	15%	9%	-
October	15%	9%	-
November	27%	21%	-
December	28%	21%	-
January	28%	27%	-
February	60%	37%	-
March	79%	58%	-
April	80%	59%	-
May	86%	59%	-
June		86%	#DIV/0!
Marketing	FY2018	FY2017	FY2016
July	3%	0%	-

August	6%	2%	-
September	7%	5%	-
October	45%	5%	-
November	54%	25%	-
December	54%	29%	-
January	60%	32%	-
February	48%	34%	-
March	48%	35%	-
April	49%	37%	-
May	71%	45%	-
June		88%	#DIV/0!

Remaining Totals / Comparisons

Community Support	FY2018	FY2017	FY2016**
July	87%	93%	-
August	85%	91%	-
September	85%	91%	-
October	85%	91%	-
November	73%	79%	-
December	72%	79%	-
January	72%	73%	-
February	40%	63%	-
March	21%	42%	-
April	20%	41%	-
May	14%	41%	-
June		14%	#DIV/0!
Marketing	FY2018	FY2017	FY2016
July	97%	100%	-
August	94%	98%	-
September	93%	95%	-
October	55%	95%	-
November	46%	75%	-
December	46%	71%	-
January	40%	68%	-
February	52%	66%	-
March	52%	65%	-
April	51%	63%	-
May	29%	55%	-
June		12%	#DIV/0!

*Anything approved before the fiscal year is accounted for in July.

**FY 2016 only has data for end of the year at this time; in addition "Special Events" and "Community Support" are combined in this total as both accounts have since been combined.

% Spent = the amount spent at the end of that calendar month divided by the total allocated

% Remaining = the amount of funds remaining in the account at the end of that calendar month divided by the total allocated

% Allocated = the amount of fund allocated for certain events as was approved by the STA divided by the total allocated

Marketing and Advertising - 56551	
Original Total	\$93,268.50
Spent	\$68,695.50
Revised Total	\$24,573.00

Date	Item	Expenditure	Details
7/3/2017	Journal of Antiques/Collectibles	\$600.00	Adverts - Brimfield
7/3/2017	Pintastic	\$2,300.00	Radio Adverts
7/17/2017	Pintastic	\$300.00	Facebook, \$83.48 not paid as over budget)
8/14/2017	Discover New England	\$1,000.00	Marketing
8/14/2017	Journal of Antiques/Collectibles	\$600.00	Adverts - Brimfield
8/14/2017	CCMS	\$11.15	Postage
8/14/2017	CCMS	\$52.45	Phone
8/14/2017	CCMS	\$75.00	Hometown Shopper (Discretionary)
8/29/2017	Holden Landmark Corp	\$880.00	Worcester Magazine
9/20/2017	Putnam Traveler	\$260.00	Fall Advert
10/2/2017	Holden Landmark Corp	\$4,760.00	Worcester Magazine Fall Advert
10/10/2017	Colonial copy Works, LLC	\$0.00	Walking Tour Guides
10/25/2017	Strategen Advertising	\$398.00	Harvest Festival
10/25/2017	Brimfield Publications	\$300.00	Harvest Festival
10/25/2017	Albany Times Union	\$6,500.00	Chamber Fall Adverts
10/25/2017	Albany Times Union	\$6,500.00	Chamber Fall Adverts
10/25/2017	Hartford Courant	\$15,000.00	Chamber Fall Adverts
10/25/2017	CCMS	\$52.32	Telephone - Fulfillment
10/25/2017	CCMS	\$29.24	Postage - Fulfillment
10/25/2017	CCMS	\$52.32	Telephone - Fulfillment
10/25/2017	CCMS	\$14.83	Postage - Fulfillment
10/25/2017	CCMS	\$46.50	Geofest - Cards
10/25/2017	CCMS	\$2,600.00	Telegram & Gazette for Harvest Fest
11/1/2017	Rebecca Rustic	\$400.00	NE Shake UP - Psychoradio.ca
11/1/2017	Rebecca Rustic	\$302.87	NE Shake UP - 4over.com
11/1/2017	Rebecca Rustic	\$121.79	NE Shake UP - 4over.com
11/1/2017	Rebecca Rustic	\$600.00	NE Shake UP - MGXCopy.com
11/1/2017	Rebecca Rustic	\$163.54	NE Shake UP - 4over.com
11/13/2017	CCMS	\$52.32	Teleophone - Fulfillment
11/13/2017	CCMS	\$26.41	Postage - Fulfillment
11/13/2017	Albany Times Union	\$5,000.00	Fall Makerting Campaign
11/20/2017	Colonial copy Works, LLC	\$1,199.00	Redo - Walking Tour Guides (replaced 10/10)
12/11/2017	CCMS	\$4.27	Postage - Fulfillment
12/11/2017	CCMS	\$53.02	Telephone - Fulfillment
12/19/2017	The Newtown Bee	\$150.00	Sturbridge Antiques Show
12/19/2017	The Newtown Bee	\$150.00	Sturbridge Antiques Show
12/27/2017	I Love What I Do Media	\$0.00	Sturbridge Antiques Show
1/23/2018	I Love What I Do Media	\$2,569.00	Sturbridge Antiques Show
1/23/2018	I Love What I Do Media	\$2,247.65	Sturbridge Antiques Show
1/23/2018	Hartford Courant	\$983.35	Sturbridge Antiques Show
1/25/2018	TLGV	\$685.00	Various Adverts
2/5/2018	CCMS	\$0.91	Postage - Fulfillment
2/5/2018	CCMS	\$53.02	Telephone - Fulfillment
2/5/2018	Global Design and Publishing	\$950.00	Full Page Ad in Sturbridge Event Guide

2/5/2018	CCMS	\$42.79	Postage - Fulfillment
2/5/2018	CCMS	\$53.02	Telephone - Fulfillment
2/5/2018	CCMS	\$200.00	Geofest - Custom Pencils
2/5/2018	Custom Business Products	\$245.06	Geofest - Collapsible Koozie
2/5/2018	Custom Business Products	\$788.48	Geofest - Orange Sports Sack with Front Zipper
2/20/2018	Pagio, Inc.	\$950.00	Discover Central MA Advertisement
2/21/2018	STA	-\$11,000.00	Transfer from Community Support
3/14/2018	STA	-\$5,000.00	Transfer from Community Support
3/20/2018	CCMS	\$10.12	Postage - Fulfillment
3/20/2018	CCMS	\$53.32	Telephone - Fulfillment
3/20/2018	CCMS	\$275.00	2018 GeoFest - Custom Biz Products
3/20/2018	Datzmedia	\$400.00	C-Mass Geofest Website Changes
4/9/2018	American Trails	\$100.00	American Trails Membership
4/10/2018	Discover Central MA	\$550.00	AAA Travel Show
5/1/2018	CCMS	\$53.61	Telephone - Fulfillment
5/1/2018	CCMS	\$7.65	Postage - Fulfillment
5/1/2018	Icon Creative Services	\$400.00	Discretionary
5/1/2018	CCMS	\$53.61	Telephone - Fulfillment
5/1/2018	CCMS	\$18.50	Postage - Fulfillment
5/1/2018	Journal of Antiques/Collectibles	\$600.00	Chamber Fall Adverts
5/1/2018	CCMS	\$387.00	GeoFest (taken out of 11/2017 amount).
5/1/2018	Opacum	\$1,373.96	Opacum Land Trust (reimbursement for various items)
5/8/2018	Global Design and Publishing	\$2,000.00	extra visitor guide copies
5/8/2018	Global Design and Publishing	\$3,257.50	visitor guide subsidies
5/17/2018	Hartford Courant	\$516.65	Hartford Courant Antique Show
5/24/2018	Pintastic	\$766.57	Marketing
5/29/2018	Weathervane	\$2,500.00	STA Folders
5/29/2018	Kwik Print Inc	\$2,340.00	STA Folders
5/29/2018	Hartford Courant	\$6,500.00	STA Spring Campaign
6/4/2018	Mystic Tourist Center	\$595.00	Mystic Tourist Info Center
6/11/2018	Pintastic	\$773.31	Pintastic - Facebook
6/11/2018	Weathervane	\$600.00	Brimfield Guide
6/11/2018	EDTC	\$20.49	QR Code (originally paid by EDTC)
6/11/2018	W.B. Mason	\$219.90	QR Code

Community Support - 56552	
Original Total	\$34,093.50
Spent	\$30,097.41
Revised Total	\$3,996.09

Date	Item	Expenditure	Details
7/13/2017	Concerts on Commons	\$750.00	Ralph E. Tufo
7/17/2017	Pintastic	\$550.00	Bending Graivie Entertainment
7/17/2017	Pintastic	\$1,000.00	Just Clowning Around
7/17/2017	Pintastic	\$600.00	Maggie the Clown
7/19/2017	Pintastic	\$980.00	Herve Leveillee, Jr., Caricature
7/27/2017	Concerts on Commons	\$600.00	Steve Hurlbut
8/14/2017	CCMS	\$500.00	Harvest Festival - Golden Bough
8/14/2017	CCMS	\$50.00	Harvest Festival - Cold Chocolate
8/28/2017	Discover Central MA	\$100.00	Membership Fee
11/1/2017	Tom Chamberland	\$55.59	Reimbursement - Hartford Travel Show
11/1/2017	Kevin Filchak	\$45.96	Reimbursement - Hartford Travel Show
11/13/2017	CCMS	\$2,450.00	entertainment for Harvest Fest
11/13/2017	Antiques and Collectibles	\$659.00	Tables and chairs for Harvest Fest
11/13/2017	Rob Barnes Portable Toilets	\$755.00	Toilets for Harvest Fest
12/11/2017	Fins and Tails	\$300.00	Sturbridge/Southbridge Business Breakfast
2/21/2018	STA	\$11,000.00	Transfer to Marketing
3/12/2018	STR, Inc.	\$1,500.00	Yearly Subscription to STR.
3/14/2018	STA	\$5,000.00	Transfer to Marketing
4/18/2018	Roberts and Sons	\$375.00	Opacum, Lakes Brochure Guide
5/1/2018	CCMS	\$910.00	GeoFest 2017/2018
5/1/2018	CCMS	\$800.00	GeoFest 2017/2018
5/21/2018	Doug Quigley	\$44.50	Colonial Drill and Muster Staples Signs
5/23/2018	Leslie Wong	\$197.36	Sturbridge Farmers Market
6/4/2018	I am T-Shirts	\$258.00	Sturbridge Farmers Market
6/4/2018	Tom Chamberland	\$17.00	Remibursement
6/11/2018	Concerts on Commons	\$600.00	Submitted by Annie direct to Accountant

EDTC Salary - 51130	
Original Total	\$34,595.00
Spent	\$31,268.16
Revised Total	\$3,326.84

Date	Item	Expenditure	Details
7/31/2017	Payroll - July	\$1,995.84	
8/31/2017	Payroll - August	\$3,326.40	
9/30/2017	Payroll - September	\$2,660.96	
10/31/2017	Payroll - October	\$2,661.28	
11/30/2017	Payroll - November	\$3,326.40	
12/31/2017	Payroll - December	\$2,661.12	
1/31/2018	Payroll - January	\$2,661.12	
2/28/2018	Payroll - February	\$2,661.12	
3/31/2018	Payroll - March	\$3,326.40	
4/30/2018	Payroll - April	\$2,661.12	

Definitions

Community Support: This considers costs for sponsoring or co-sponsoring the communities, organizations, or residents within Sturbridge, to implement local initiatives within the Town that present opportunities to enhance, increase or support visitor and community wide experiences. Consideration for funding include beautification and maintenance sponsorship, such as town maintained trails or streetscape improvements, or the administration of studies to better understand the tourist climate for recommendation to the committee when establishing goals. This also includes the costs associated with sponsoring or co-sponsoring an event intended to entice an audience of people to an attraction in the attempt to generate and facilitate tourism to Sturbridge. Intended costs would be equipment rentals, permit fees, police and fire details, portable restroom facilities, trash receptacles, and/or entertainment as related to the community event or activity. It also includes printing costs associated with Town brochures and signs, installation costs of signs, maintenance costs for beautification projects, or other related promotional costs. Examples of such activities that have been funded and may continue to be funded, fully or in part, include: Wayfinding signs, the Trails Tourism Booklet, Concerts on the Common, Harvest Festival, GeoFest, and Pintastic.

Marketing and Advertising: This includes costs associated with the promotion of tourism with a portion to be used directly for the marketing of all Sturbridge businesses involved in tourism, as well as the advertising efforts to attract people to an event or tourist related business. Advertising costs related to producing advertisements for products, services or ideas using the following media may be funded: radio, television, newspaper, billboard, sandwich boards, posters, cards, online and domain name (search engines) that aids in the communication to people/customers or groups of people/customers aware of Sturbridge’s economy or market in the expectation to draw them into Sturbridge. A clear and concise advertising strategy should be outlined in the application form and presented for consideration. Advertising is the specific action taken to promote tourism. Promotion is the idea to attract people, promote and expand tourism in Sturbridge, and induce them to come to Sturbridge for an event, an attraction, a business, or to take advantage of the Town’s natural resources. Such promotions may include costs associated with consumer promotions (i.e., discounts, coupons, contests, promotion banners, direct mail, and merchandise), trade discounts, incentive awards, or public relations (i.e., news releases about happenings in town, donations to a town cause, or campaign to encourage people to shop, eat, stay in Town) as part of the overall promotional methods used to increase awareness and inform people of the positive reasons to come to Sturbridge.

Economic Development & Tourism Coordinator Salary: This person will staff STA meetings, be the business conduit for the community and be responsible for implementing aspects of the Master Plan and Commercial Tourist District plan as it relates to economic development. It is further expected that this person is responsible for grant writing to bring other resources to the Town as it relates to promotion of tourism, business development and community activities within the Town. This person should be trained in the field of economic development and/or tourism development and have demonstrated success in this field.

STA - FY 18 Budget

Total				\$161,957.00
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Community Support

Projected Placeholders

STA Sponsored Festival	\$10,000.00
Business Classes	\$1,200.00
Sturbridge Business Breakfasts	\$1,000.00
Concerts on the Common	\$3,000.00
Harvest Festival	\$4,500.00
GeoFest	\$2,520.00
Unspecified	\$11,873.50
Total	\$34,093.50

Marketing and Advertising

Projected Placeholders

STA Sponsored Festival	\$5,000.00
STA Advertisements	\$20,000.00
Market / Visitor Research	\$20,000.00
Chamber Tourist Phone	
Bill/Postage	\$960.00
Unspecified	\$47,308.50
Total	\$93,268.50

Economic Development & Tourism Coordinator Salary

Total	\$34,595.00
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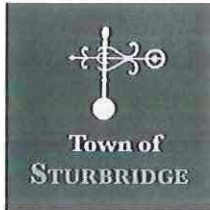


FOR 2018 11

	ORIGINAL ESTIM REV	ESTIM REV ADJUSTMTS	REVISED EST REV	ACTUAL YTD REVENUE	REMAINING REVENUE	PCT COLL
244 STURBRIDGE TOURIST ASSN						
24400 STURBRIDGE TOURIST ASSN						
24400 51130 SALARIES/WAGES	34,595	0	34,595	31,268.16	3,326.84	90.4%
24400 56551 MARKETING/ADVERTISING	93,269	16,000	109,269	71,146.77	38,121.73	65.1%
24400 56552 COMMUNITY SUPPORT	34,094	-16,000	18,094	13,025.05	5,068.45	72.0%
24400 58618 TOURISM IMPROVEMENT	0	22,852	22,852	2,712.07	20,140.31	11.9%
TOTAL STURBRIDGE TOURIST ASSN	161,957	22,852	184,809	118,152.05	66,657.33	63.9%
TOTAL STURBRIDGE TOURIST ASSN	161,957	22,852	184,809	118,152.05	66,657.33	63.9%
TOTAL EXPENSES	161,957	22,852	184,809	118,152.05	66,657.33	63.9%
GRAND TOTAL	161,957	22,852	184,809	118,152.05	66,657.33	63.9%

** END OF REPORT - Generated by Christopher Geraghty **

Page Break



Town of Sturbridge

Kevin Filchak, M.P.A.
Economic Development and Tourism Coordinator

Date: 13 June 2018
To: Sturbridge Tourist Association
Subject: Funding Request – Team Hoyt

Disclosure

I serve as the Staff Contact for the Rick Hoyt Sturbridge Half Marathon and work closely with the race committee.

Overview

The Town of Sturbridge Special Events Committee began the process to develop a Half Marathon in order to honor local resident Rick Hoyt and the work that Team Hoyt has done. This race has been developed in conjunction with Team Hoyt, the Town, and Venture Community Services. The race is planned for 9 September and will start and end on the Town Commons. The proceeds of the race will go to Team Hoyt and Venture Community Services.

As of the drafting of this memorandum, the race has over 80 runners registered to participate on 9 September. However while the race features large names and already has a core group of runners, there are a number of costs that the race is unable to cover at this time.

As such the race committee is asking the STA to fund the following aspects of race day:

Police Detail	\$3,702.56
Fire / EMT	\$2,797.08
Porta Potties	\$1,200.00
Timing Fees	\$1,700.00
Total Request	\$9,399.64

Please note that currently in FY2019 Community Support the STA does not have enough funds to cover this amount (total in account: \$9,26.88). I would recommend transferring money into this account if the STA chooses to fund this event.

Suggested Motion

If the members concur, the following motion would be in order:

MOVE to transfer from the FY2019 Marketing line item, the amount of \$1,000 to the FY2019 Community Support line item.

MOVE to allocate from the FY2019 Community Support line item, the amount of \$9,399.64 to support the Rick Hoyt Sturbridge Half Marathon.

Sturbridge Tourist Association - Funding Request Form

Below is the Sturbridge Tourist Associations funding request form. If you have an event that you would like supported, you must complete and submit this form to the Economic Development and Tourism Coordinator so that it can be added to the next available agenda.

Email address *

TeamHoyt73@gmail.com

Contact Person (name & title) *

Kathy Boyer

Contact Person Phone Number *

413-245-9466

In order for you to receive funding you must (A) complete this application and (B) review and agree to the Sturbridge Tourist Association Funding Request Policy (policy is found here: www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta_funding_policy-_05152018.pdf). Check the box below confirming you have read and understand the STA Funding Request Policy. *



I have read and agree to follow the STA funding request policy.

Name of Organization *

The Hoyt Foundation, Inc.

Address

241 Mashapaug Road, Holland, MA 01521

Website and Social Media pages (please include links)

www.teamhoyt.com, http://www.facebook.com/events/181529322549234/?
active_tab=discussion

Is this the first time you are seeking funding?

Yes

No

Funding Information

In this section you will detail your monetary request from the STA and explain how your project will support tourism in Sturbridge.

Funding Amount Requested *

\$9,000.00

Please provide a detailed explanation of why you are seeking funding from the Sturbridge Tourist Association? *

Our sponsor committee has been reaching out to local businesses for sponsorship for this race, and we are afraid that we will not receive enough funding from the sponsorship to cover our expenses. We are asking the STA to help us with funding our expenses for any monies owed that is not going to be covered by sponsorship.

How will this event support Economic Development and Tourism in Sturbridge? *

Because the race is being held on a Sunday morning, we are hoping that many families will come into Sturbridge on Saturday, and spend the night in a local hotel, go out to lunch and dinner on Saturday, perhaps visit Old Sturbridge Village on Saturday. We are working with the Sturbridge Host Hotel on a block of rooms for Friday and Saturday night. We already have commitments from some of our Team Hoyt runners from San Diego, Virginia Beach, Coeur d'Alene, Idaho, and Arizona that want to come in for a long weekend to visit with us and do the race on Sunday. Some have already registered for the race.

Do you expect to receive funding from other sources? If so explain.

Yes, we have received and are still actively seeking sponsorship from local businesses to cover event expenses.

Are you expecting to make any revenues from your project? If so where do those revenues go?

Proceeds from the race entry fees will benefit the Hoyt Foundation Inc., a non profit organization that helps organizations in MA that work with disabled individuals, such as Venture Community Services.

Are there any other insights or information that you feel are important for the STA to know when considering your application?

Event Information

If your project is not associated with an event that will take place in Sturbridge, you may skip this section and go to Section 4 - Review and Submit.

What is the name of the event?

The Rick Hoyt Sturbridge Half Marathon

Where will the event be held?

In and around the Sturbridge Town Commons

Please add the event website and/or social media links.

www.teamhoyt.com, <https://www.facebook.com/events/181529322549234/>

Please add the start date for the event.

MM DD YYYY

09 / 09 / 2018

If a multi-day event, please add the end date for the event.

MM DD YYYY

/ /

Please add the start time for the event.

Time

08 : 00 AM ▼

Please add the end time for the event.

Time

01 : 00 PM ▼

Will this event draw in visitors from outside of the region?

Yes

No

Is this an annual event?

Yes

No

Are you marketing this event? If you are how are you doing so? If not why are you not?

We have had articles and will continue that in all the local and surrounding newspapers, fliers in many locations around the state - stores, libraries, gyms, athletic stores. Emails have been sent out to runners and running clubs in MA and surrounding states. Article on our website home page and we are posting on the Dick Hoyt and Rick Hoyt and The Official Team Hoyt Facebook pages, as well as having a Facebook event page for this race.

Are there any other insights or information about your event that you feel are important for the STA to know when considering your application?

Review and Submit

Additional Requirements

- All applicants are required to adhere to the Funding Policy guidelines adopted by the Sturbridge Tourist Association. A link to the most recent iteration of the policy is found at the start of this funding application.
- Any and all funding is contingent upon the Sturbridge Tourist Association receiving recognition as a sponsor of the event in question. Failure to do so is cause for the STA to revoke the applicant's funding.
- Depending upon the size and scale of the event, the STA reserves the right to request additional information from the applicant.

As grantee for the project as detailed in this application, I certify that these statements made herein are true and that the funds requested to be disbursed fulfill the purpose indicated in the approved application. [If your application was approved with a condition] I further certify that the conditions imposed on the project have been met. Furthermore I agree to adhere to any and all the policies and requirements of the Sturbridge Tourist Association as stated above and in their Funding Policy guidelines, acknowledge that failure to adhere to the aforementioned items could result in the revocation of any and all funding received. *

I have read and agree to adhere to all STA policies and requirements as stated above

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Google Forms

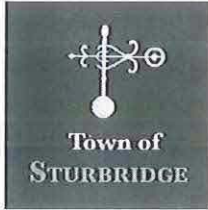
RICK HOYT STURBRIDGE HALF MARATHON

The following is what we are requesting funding for from the STA

For our half marathon on September 9, 2018

Police	\$3,702.56
Fire/EMT	\$2,797.08
Porta Potties	\$1,200.00
Timing Fees	<u>\$1,700.00</u>
TOTAL	\$9,399.64

Page Break



Town of Sturbridge

Kevin Filchak, M.P.A.
Economic Development and Tourism Coordinator

Date: 13 June 2018
To: Sturbridge Tourist Association
Subject: Funding Request – Worcester Magazine

Overview

This is the second year that Worcester Magazine has come before the STA with a proposal for a marketing campaign. Last year the STA purchased a full page color advert in their fall guide for \$880, and then ran a print campaign with quarter page color adverts for \$5,780 in weekly publication.

This year the Magazine is making two requests.

Print Adverts | \$6,500 - \$12,220: The magazine is offering a similar run to what was done last year with either ¼ page or ½ page adverts being placed in the entertainment section of their paper, to run from 5 July through 28 December. They will also put the advert on their website for free from 1 July through 30 December. Messages can change during the course of campaign.

Targeted Display Ads | \$9,000: The second request is for 150,000 targeted display ads per month to run from 1 July through 30 December. These would feature of the top 250 comscore website including (CNN, Channels 4, 5, & 7, Fox News, major newspapers, etc.). The digital ads can be targeted based on geography, income level, interest, etc. Messages can change during the course of the campaign.

Suggested Motion

If the members concur, the following motion would be in order:

MOVE to allocate from the FY2019 Marketing line item the amount of (\$6,500)/(\$12,220) to purchase a (1/4) / (1/2) page full color advert in Worcester Magazine.

MOVE to allocate from the FY2019 Marketing line item the amount of \$9,000 to purchase targeted digital ads from Worcester Magazine.



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Funding Request Form

Below is the Sturbridge Tourist Associations funding request form. If you have an event that you would like supported, you must complete and submit this form to the Economic Development and Tourism so that it can be added to the next available agenda.

In order for you to receive funding you must (A) complete this application and (B) review and agree to the Sturbridge Tourist Association Funding Request Policies.

Check this box confirming you have read and understand the STA Funding Request Policy yes

Last Revised: 16 January 2018

Section 1: Organizational Information

<i>Name of Organization</i>	
Worcester Magazine	
<i>Address</i>	
72 Shrewsbury St., Worcester MA 01604	
<i>Website and Social Media</i>	
www.worcestermagazine.com	
<i>Contact Person (include Title, Email & Phone Number)</i>	
Kathy Real-Benoit, Publisher	
<i>Is this the first time you are seeking funding?</i>	
Yes	No
no	

Section 2: Event Information (if applicable, if not skip to Section 3)

<i>Name of Event</i>
N/A
<i>Location of Event</i>

<i>Website or Social Media Links to Event</i>	
<i>Date(s) and Time(s) for Event</i>	
<i>Will this event draw in visitors from outside of the region?</i>	
Yes	No
<i>Is this an annual event?</i>	
Yes	No
<i>Are you marketing this event? If yes how are you doing so? If no why are you not?</i>	

Section 3: Funding Information

<i>Funding Amount Requested</i>
\$6500-12,220
<i>Please provide a detailed explanation of why you are seeking funding from the Sturbridge Tourist Association? (additional space available at end of application)</i>
<p>26 1/2 page, color ads in Worcester Magazine (\$12,220) OR 26 1/4 page, color ads in Worcester Magazine (\$6500)</p> <p>Ads will be placed in the entertainment section of the paper 7/5/18 through 12/28/18. The entertainment section is referred back to 3-4 times per week per reader.</p> <p>Plus, value added on WM website, - a 728x90 (\$3000 savings) AND a 300x250 (\$2100 savings) tile ad for free from 7/1/18 through 12/30/18, branding ads.</p>

How will this event support Economic Development and Tourism in Sturbridge?

Advertisements will focus on marketing Sturbridge as a destination. Worcester Magazine has a readership of over 80,000 people per week. Consistent advertising is key to a successful marketing of everything Sturbridge has to offer throughout the Summer and Fall holiday seasons. This will insure top of mind awareness when 80,000 plus readers are planning their weekends - in fact, 83% of our readers aged 25-54 use Worcester Magazine to plan their weekends and entertainment destinations.

worcestermagazine.com has 65,000 unique visitors per month. Worcester Magazine will offer these unique readers as added value, increasing the number of individuals seeing your message,

Do you expect to receive funding from other sources? If so please explain.

Are you expecting to make any revenue from your project? If so where do those revenues go?

Additional Requirements:

- All applicants are **required** to adhere to the Funding Policy guidelines adopted by the Sturbridge Tourist Association. A copy of the most recent iteration of the policy will be provided to the applicant when they request a funding application.
- Any and all funding is contingent upon the Sturbridge Tourist Association receiving recognition as a sponsor of the event in question. Failure to do so is cause of the STA to revoke the applicant's funding.
- Depending upon the size and scale of the event, the STA reserves the right to request additional information concerning the application.

As grantee for the project as detailed above, I certify that these statements made herein are true and that the funds requested to be disbursed fulfill the purpose indicated in the approved application. [If your application was approved with a condition] I further certify testify that the conditions imposed on the project have been met. Furthermore I agree to adhere to any and all the policies and requirements of the Sturbridge Tourist Association as stated above and in their

Funding Policy guidelines, acknowledge that failure to adhere to the aforementioned items could result in the revocation of any and all funding received.

Applicant Signature
(a typed signature is
acceptable):

Kathy Real-Benoit

Date:

6/6/18



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Funding Request Form

Below is the Sturbridge Tourist Associations funding request form. If you have an event that you would like supported, you must complete and submit this form to the Economic Development and Tourism so that it can be added to the next available agenda.

In order for you to receive funding you must (A) complete this application and (B) review and agree to the Sturbridge Tourist Association Funding Request Policies.

Check this box confirming you have read and understand the STA Funding Request Policy yes

Last Revised: 16 January 2018

Section 1: Organizational Information

<i>Name of Organization</i>	
Worcester Magazine	
<i>Address</i>	
72 Shrewsbury St., Worcester MA 01604	
<i>Website and Social Media</i>	
www.worcestermagazine.com	
<i>Contact Person (include Title, Email & Phone Number)</i>	
Kathy Real-Benoit, Publisher	
<i>Is this the first time you are seeking funding?</i>	
Yes	No
no	

Section 2: Event Information (if applicable, if not skip to Section 3)

<i>Name of Event</i>
<i>Location of Event</i>

<i>Website or Social Media Links to Event</i>	
<i>Date(s) and Time(s) for Event</i>	
<i>Will this event draw in visitors from outside of the region?</i>	
Yes	No
<i>Is this an annual event?</i>	
Yes	No
<i>Are you marketing this event? If yes how are you doing so? If no why are you not?</i>	

Section 3: Funding Information

<i>Funding Amount Requested</i>
\$9,000
<i>Please provide a detailed explanation of why you are seeking funding from the Sturbridge Tourist Association? (additional space available at end of application)</i>
<p>150,000 targeted display ads per month, from 7/1/18 through 12/30/18, (\$1500 per month) across the worldwide web.</p> <p>Websites used are the top 250 comscore websites (CNN, Channels 4,5, & 7, Fox News, major newspapers, etc.)</p>

<i>How will this event support Economic Development and Tourism in Sturbridge?</i>
Digital ad impressions will be served to a select audience based on geography, income level, interests. etc, The ads will show up on major websites that fit the select criteria. For example, ads can target Boston, NY, Hartford, households between the ages of 30 and 50 with income levels over 75k. Ads will promote Sturbridge as a destination. The message can change over the duration of the program.
<i>Do you expect to receive funding from other sources? If so please explain.</i>
<i>Are you expecting to make any revenue from your project? If so where do those revenues go?</i>

Additional Requirements:

- All applicants are **required** to adhere to the Funding Policy guidelines adopted by the Sturbridge Tourist Association. A copy of the most recent iteration of the policy will be provided to the applicant when they request a funding application.
- Any and all funding is contingent upon the Sturbridge Tourist Association receiving recognition as a sponsor of the event in question. Failure to do so is cause of the STA to revoke the applicant’s funding.
- Depending upon the size and scale of the event, the STA reserves the right to request additional information concerning the application.

As grantee for the project as detailed above, I certify that these statements made herein are true and that the funds requested to be disbursed fulfill the purpose indicated in the approved application. [If your application was approved with a condition] I further certify testify that the conditions imposed on the project have been met. Furthermore I agree to adhere to any and all the policies and requirements of the Sturbridge Tourist Association as stated above and in their

Funding Policy guidelines, acknowledge that failure to adhere to the aforementioned items could result in the revocation of any and all funding received.

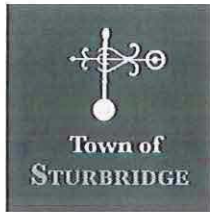
Applicant Signature
(a typed signature is acceptable):

Kathy Real-Benoit, Publisher

Date:

6/6/18

Page Break



Town of Sturbridge

Kevin Filchak, M.P.A.
Economic Development and Tourism Coordinator

Date: 13 June 2018
To: Sturbridge Tourist Association
Subject: Funding Request – Business Advocacy Group

Disclosure

I work closely with the Business Advocacy Group or BAG and serve at the Town contact with this entity.

Overview

The Business Advocacy Group (BAG) is made up of local Sturbridge business owners who are hoping to advocate for change in Sturbridge. One of the initiatives identified by the group is the lack of transportation opportunities for visitors to the community.

Therefore the BAG is looking to bring forward a pilot program for weekend shuttle service here in Sturbridge. According to their application their goal is to “provide easy and affordable transportation to the main attractions (OSV, retail, restaurants, markets, breweries, etc.) in town for day visitors and the 1k+ hotel guests.”

The BAG has outreached (at the suggestion of the Chamber) to JYL Transportation, Inc. a local transportation service that is looking to utilize their service on the weekends. They hope to run this pilot program every Saturday evening starting 14 July and running through 1 September from 2pm – 9pm. As the program goes on they will collect data and determine the success of the program. If it proves viable they will seek out other sources of funding from local businesses.

Please note that currently the STA does not have enough funds in its Community Support line item to fund this event (\$9,267.88 as of the drafting). Therefore I recommend that if the STA chose to support this initiative they also transfer money into the Community Support account.

Suggested Motion

If the members concur, the following motion would be in order:

MOVE to allocate from the FY2019 Marketing line item the amount of \$12,000 to go into the FY2019 Community Support line item.

MOVE to allocate from the FY2019 Community Support line item, the amount of \$12,000 to support the pilot program for the Business Advocacy Group's transportation service.

Sturbridge Tourist Association - Funding Request Form

Below is the Sturbridge Tourist Associations funding request form. If you have an event that you would like supported, you must complete and submit this form to the Economic Development and Tourism Coordinator so that it can be added to the next available agenda.

Email address *

cedric@drinkrapscallion.com

Contact Person (name & title) *

Cedric - Chair of Sturbridge BAG (Business Advocacy Group)

Contact Person Phone Number *

6178695702

In order for you to receive funding you must (A) complete this application and (B) review and agree to the Sturbridge Tourist Association Funding Request Policy (policy is found here: www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta_funding_policy-_05152018.pdf). Check the box below confirming you have read and understand the STA Funding Request Policy. *

I have read and agree to follow the STA funding request policy.

Name of Organization *

Sturbridge Business Advocacy Group (BAG)

Address

195 Arnold Rd Sturbridge MA

Website and Social Media pages (please include links)

Is this the first time you are seeking funding?

Yes

No

Funding Information

In this section you will detail your monetary request from the STA and explain how your project will support tourism in Sturbridge.

Funding Amount Requested *

12,000

Please provide a detailed explanation of why you are seeking funding from the Sturbridge Tourist Association? *

Our group, BAG, is seeking funding for pilot program of a weekend shuttle service in town.

How will this event support Economic Development and Tourism in Sturbridge? *

Provide easy and affordable transportation to the main attractions (OSV, retail, restaurants, markets, breweries, etc) in town for day visitors and the 1K+ hotel guests.

Do you expect to receive funding from other sources? If so explain.

If the pilot program is successful we will be seeking alternative funding from local businesses and sponsors.

Are you expecting to make any revenues from your project? If so where do those revenues go?

We are only expecting to cover the costs of the service and any additional revenue will be allocated towards marketing and promotion of the proposed service.

Are there any other insights or information that you feel are important for the STA to know when considering your application?

Event Information

If your project is not associated with an event that will take place in Sturbridge, you may skip this section and go to Section 4 - Review and Submit.

What is the name of the event?

Sturbridge weekend shuttle pilot program

Where will the event be held?

Every Saturday starting mid summer and going 6 weeks.

Please add the event website and/or social media links.

Please add the start date for the event.

MM DD YYYY

07 / 14 / 2018

If a multi-day event, please add the end date for the event.

MM DD YYYY

09 / 01 / 2018

Please add the start time for the event.

Time

02 : 00 PM ▼

Please add the end time for the event.

Time

09 : 00 PM ▼

Will this event draw in visitors from outside of the region?

Yes

No

Is this an annual event?

Yes

No

Are you marketing this event? If you are how are you doing so? If not why are you not?

We will be promoting thru the hotels, local businesses and chamber of commerce.

Are there any other insights or information about your event that you feel are important for the STA to know when considering your application?

Review and Submit

Additional Requirements

- All applicants are required to adhere to the Funding Policy guidelines adopted by the Sturbridge Tourist Association. A link to the most recent iteration of the policy is found at the start of this funding application.
- Any and all funding is contingent upon the Sturbridge Tourist Association receiving recognition as a sponsor of the event in question. Failure to do so is cause for the STA to revoke the applicant's funding.
- Depending upon the size and scale of the event, the STA reserves the right to request additional information from the applicant.

As grantee for the project as detailed in this application, I certify that these statements made herein are true and that the funds requested to be disbursed fulfill the purpose indicated in the approved application. [If your application was approved with a condition] I further certify that the conditions imposed on the project have been met. Furthermore I agree to adhere to any and all the policies and requirements of the Sturbridge Tourist Association as stated above and in their Funding Policy guidelines, acknowledge that failure to adhere to the aforementioned items could result in the revocation of any and all funding received. *

I have read and agree to adhere to all STA policies and requirements as stated above

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Google Forms



Operating since 2007, JYL Transportation services Central and Western Massachusetts, with a fleet of over 35 vehicles. Our drivers are safe, prompt, and courteous. We have an excellent reputation of treating our clients like family!



Route	1 Vehicle	2+ Vehicles
Hotel and Restaurant Loop – 30 minute service	\$80 per hour	\$65 per hour per vehicle
Sturbridge Attractions Loop – 60 minute service	\$80 per hour	\$65 per hour per vehicle

Cost per night to Business utilizing Transportation		
8 hour Route	1 Vehicle	2 Vehicles
4 contributors	\$160.00	\$260.00
6 contributors	\$106.00	\$173.00
8 contributors	\$80.00	\$130.00
10 contributors	\$64.00	\$104.00
6 hour Route	1 Vehicle	2 Vehicles
4 contributors	\$120.00	\$195.00
6 contributors	\$80.00	\$130.00
8 contributors	\$60.00	\$97.50
10 contributors	\$48.00	\$78.00

Our Fleet

All vehicles 2010 or newer.

- 12 Chair Vans
- 7 Mini Vans
- 16 12 Passenger Van

**Our suggestion would be to utilize a Chair Van, as they are handicap accessible. If at all possible running one Chair Van and one 12 Passenger Van would be ideal for capacity and allowing for a 60 minute route and 30 minute route .

Hotel and Restaurant Loop 60 minute route



Hotel and Restaurant Loop 30 minute route



Our Drivers

All drivers are CPR/First Aid Certified, Annually certified in Defensive driving, Wheel Chair Securement, and Consumer Sensitivity. Driving records and CORIs checked annually.

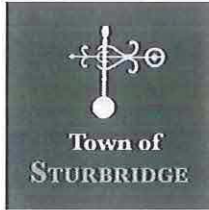
To begin service we would need a two week notice to ensure our office and vans are staffed appropriately.

Initial Service available:

Friday & Saturday
2pm - 10pm

We can readjust hours and days if need arises or during special events

Page Break



Town of Sturbridge

Kevin Filchak, M.P.A.
Economic Development and Tourism Coordinator

Date: 13 June 2018
To: Sturbridge Tourist Association
Subject: EDTC – June Update

Below is my update for the STA since the last meeting on 30 May. Please note that due to the short turn around between meetings this update is brief. I likely will have more to update the committee on at the meeting on 20 June.

Board of Health 101: Nuisance and Food Code Violations

On 26 June at 6pm in the Town Hall, the Town is hosting its next Business Class. This will be titled, "Board of Health 101: Nuisance and Food Code Violations," and the speaker will be our new Board of Health Agent Brianna Eichstaedt. She will talk about nuisance violations, the food code, and will answer your questions. If you are interested in registering or learning more please check out the Town business website. Refreshments will be served and this event is free to all.

Business Breakfast

On 12 June I hosted our quarterly gathering of businesses for the Business Breakfast. Unfortunately the event was poorly attended. This is the third business breakfast in a row that has seen declining numbers despite interesting venues and speakers. It is my opinion that I need to reconsider how these quarterly business gatherings are run and see what changes I can make to better engage with the community. I plan to take the summer to consider options for changes before announcing the Quarter 3 breakfast in September.

I will have more information in coming reports.

Comprehensive Economic Development Strategy (CEDS)

The Worcester Chamber of Commerce has developed a draft CEDS plan for the Worcester region. This is the roadmap for promoting economic developing in our area as well as giving us access to federal dollars.

The CEDS is now open for a 30 day comment period. If you wish to review it you can find the report in the link below:

<https://www.worcesterchamber.org/wp-content/uploads/2014/09/CEDS-FOR-PUBLIC-REVIEW-FINAL-6-11-18-1.pdf>

If you wish to comment on the report you can do so here:

https://docs.google.com/forms/d/e/1FAIpQLSfRZY-5c9_2QgkVu2x2We7c3YGSr57XuVgo4Z_6mBSPXm8JCw/viewform

Folders

I met with Maxine Carter-Lome on 5 June. MCL asked for the meeting to discuss the folders as she noted that the cover of the folder was missing an apostrophe. She apologized and offered to correct the error and stuff 1,000 of the folders. After consultation with Brian Amedy we accepted the offer.

QR Code Readers

I have purchased 33 acrylic frames for the QR Code. I made said frames available to the business community at the breakfast and will offer more widely over the coming weeks.

Rick Hoyt Sturbridge Half Marathon

I am still providing staff support for the Half Marathon. At this time the Marathon is looking for sponsorship support and is looking to locate auxiliary parking for their runners at Burgess Elementary School.

Route 15 Study

CMRPC has revised their draft of the Route 15 report as per our comments. The report is more in line with our initial request. We are now awaiting the final version.

Town Meeting

I attended the Annual Town Meeting on 4 June. At that meeting the STA budget passed with no issues, however it was not unanimous. If the STA wishes to read about the other votes taken at the meeting, you can find them on the Town's website on the Town Clerks page.

Website

The visitsturbridge.org website is no longer active. Instead if you go to that site you will be redirected to the Town's visitor page. At the end of the month the merchantsofsturbridge.org page will laps and will no longer be under our control.