



Sturbridge Business Breakfast

Host: Comfort Inn and Suites

12 March 2019 – 8am to 9am

Comfort Inn and Suites

Thank you for hosting us this morning.

Agenda

- Welcome and Introductions
- Town Update
- Marketing Sturbridge in 2019
- VisitWidget Presentation
- Q&A
- Adjourn

Moment of Silence

Jim Leaming





Welcome and Introductions

Please share with us your:

- Name
- Business / Organization
- Any exciting news you'd like to share with the group



Town Update

Presenter:

Kevin Filchak, M.P.A.

Town of Sturbridge

Town Updates

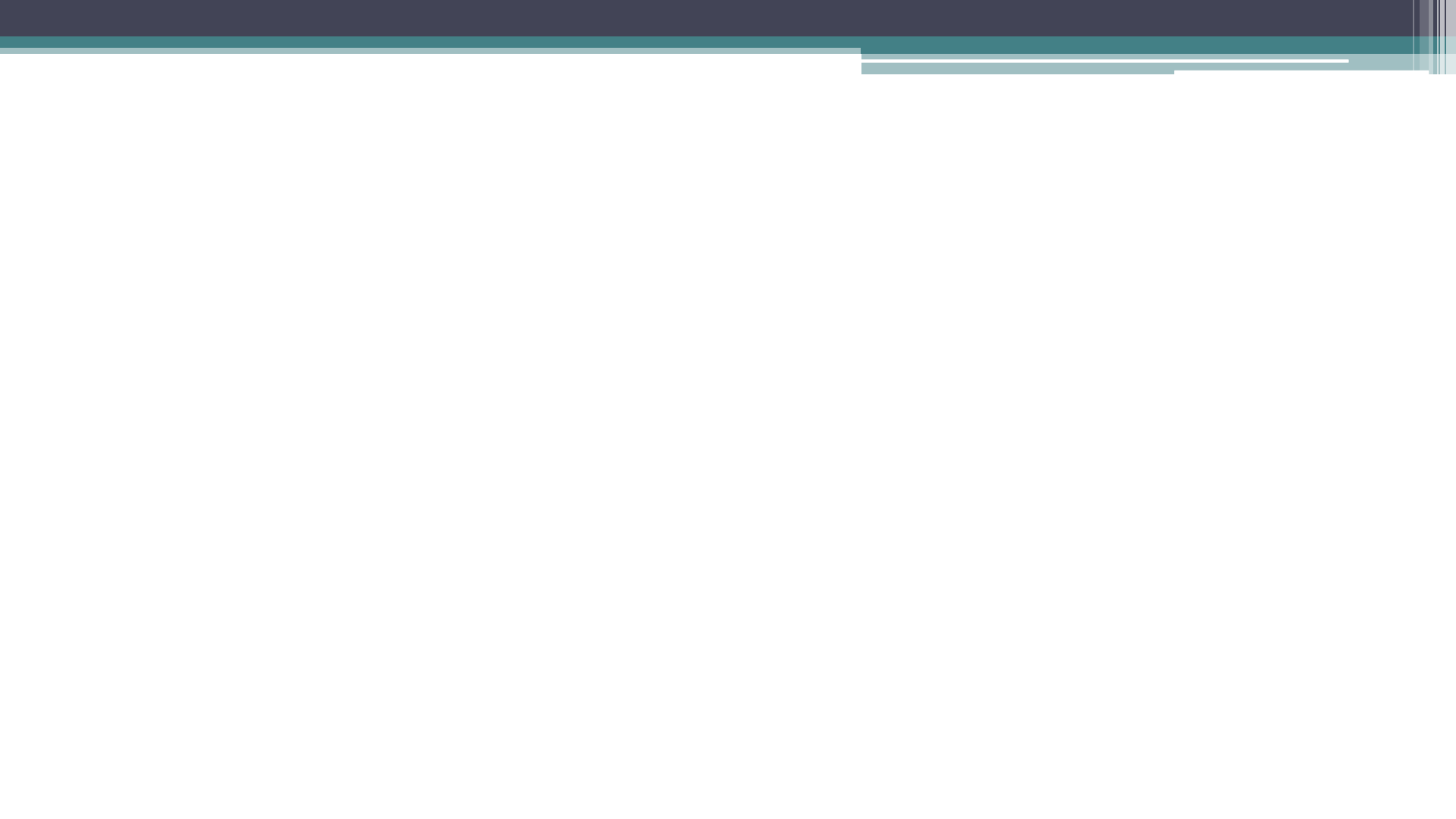
- Seeking Commonwealth grant support for:
 - Economic Development Benchmarking
 - Economic Development 5 Year Strategy Development
- Sign Inventory
- Route 15 Update



Town Updates

- **Farmers Market**
- **First Impressions**
- **Discover Central MA
& AAA Travel Show**







Marketing Sturbridge in 2019

Presenter:

Kevin Filchak, M.P.A.

Town of Sturbridge

Marketing Sturbridge

- **Sturbridge Tourist Association – FY 2020 Goals**
 - **Developing Requests for Proposals (RFPs) for...**
 1. **A Five Year Marketing Strategy**
 2. **A Branding Strategy**

Marketing Sturbridge

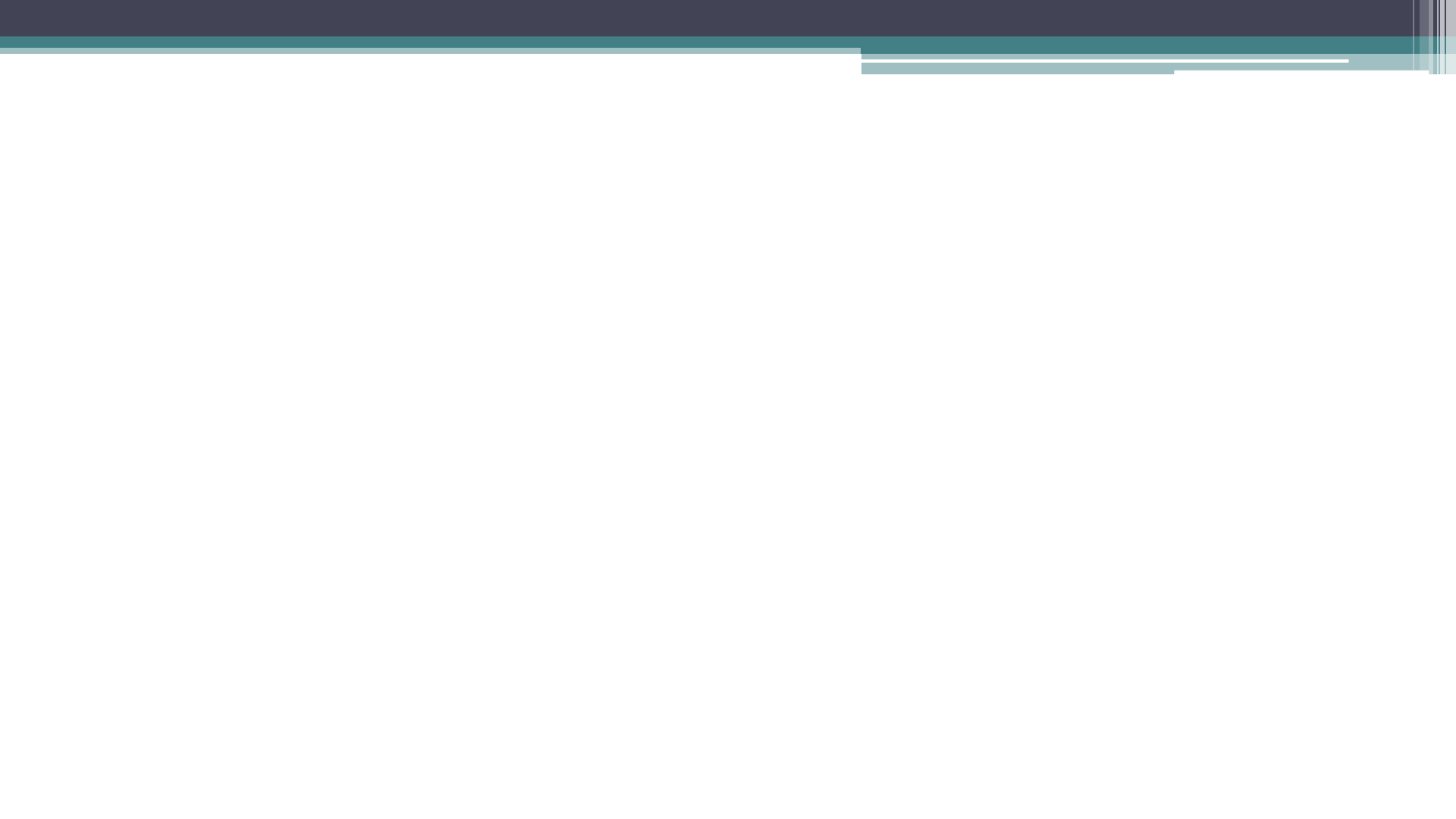
- **Why is the STA undertaking these projects?**
 - To be a better fiduciary of town funds
 - To encourage visitors, residents and potential businesses
 - To promote businesses that otherwise could not advertise
 - To increase collaboration amongst businesses in promoting the town

Marketing Sturbridge

- **What do we need from you?**
 - **Your ideas**
 - **Your feedback**
 - **Help implementing the strategy and brand**

Marketing Sturbridge

- What else are we doing?
 - Partnership with Discover Central MA
 - Travel Shows
 - Campaigns
 - Printing of Visitor Guides – Spring 2019
 - Trail Guides – Coming 2019
 - Social Media - @visitsturbridge
 - visitsturbridge.org





Visit Widget Demonstration

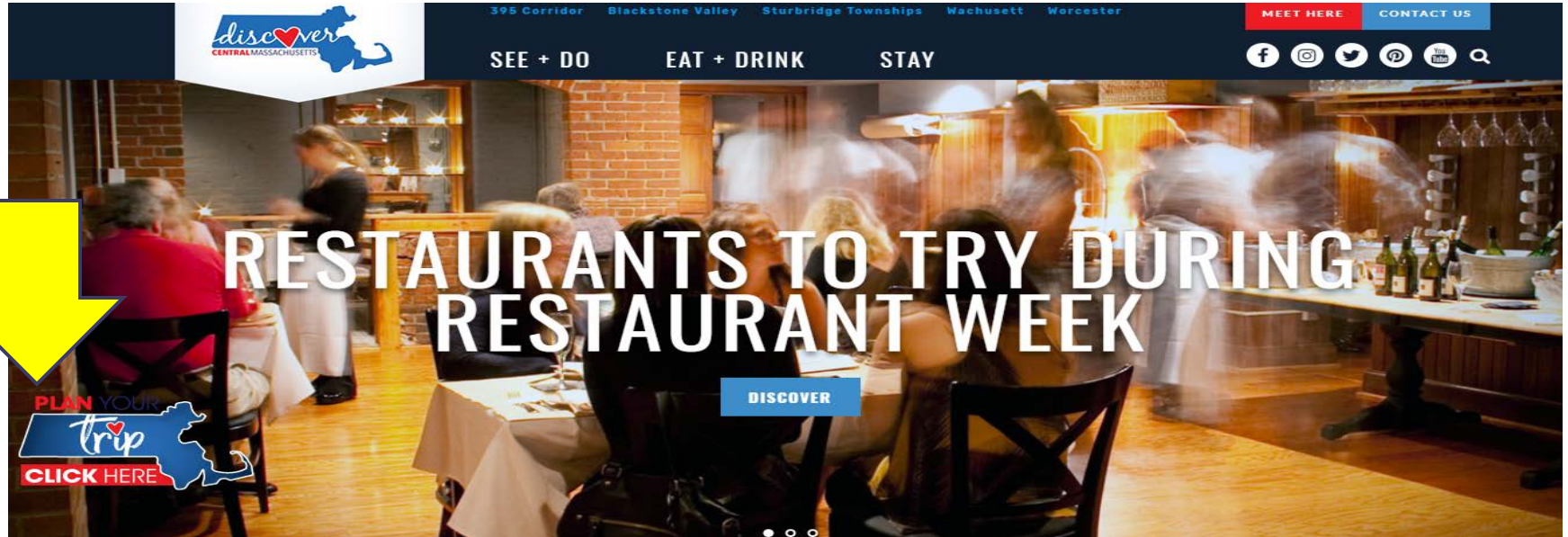
Presenter:

Stephanie Ramey

President, Discover Central MA

Discover Central MA

www.discovercentralma.org



The image is a screenshot of the Discover Central MA website. The top navigation bar is dark blue with white text for '395 Corridor', 'Blackstone Valley', 'Sturbridge Townships', 'Wachusett', and 'Worcester'. On the right, there are red buttons for 'MEET HERE' and 'CONTACT US', and social media icons for Facebook, Instagram, Twitter, Pinterest, and YouTube. The main content area features a blurred photograph of a restaurant interior with people dining. Overlaid on this image is the text 'RESTAURANTS TO TRY DURING RESTAURANT WEEK' in large, white, bold, sans-serif font. Below this text is a blue button with the word 'DISCOVER' in white. In the bottom left corner, there is a yellow arrow pointing downwards towards a logo that says 'PLAN YOUR Trip' with a map of Central MA and a red button that says 'CLICK HERE'.

395 Corridor Blackstone Valley Sturbridge Townships Wachusett Worcester

MEET HERE CONTACT US

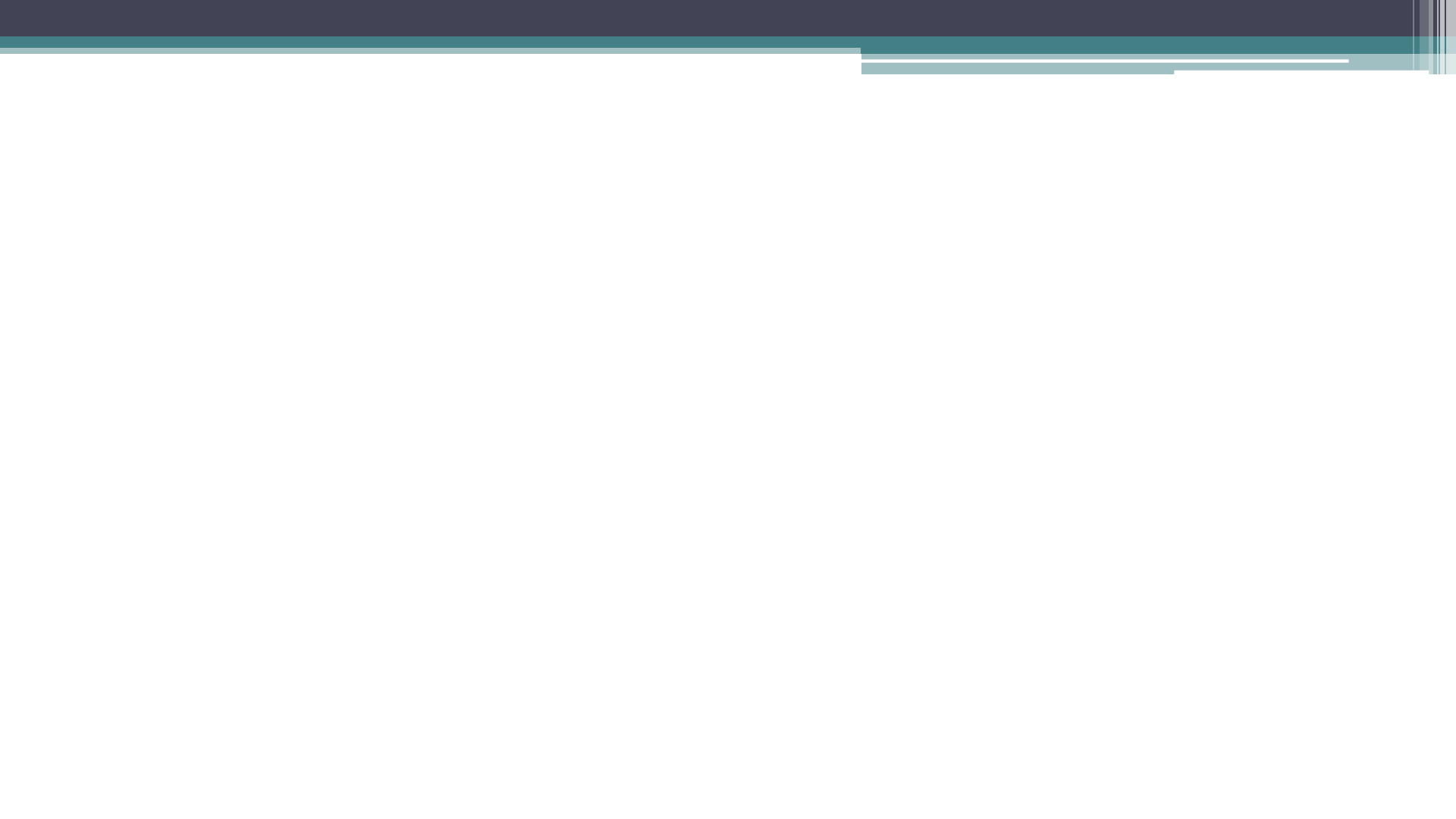
SEE + DO EAT + DRINK STAY

f i t p yt

RESTAURANTS TO TRY DURING RESTAURANT WEEK

DISCOVER

PLAN YOUR Trip CLICK HERE



Question and Answer

Questions? Comments? Concerns? Ideas?



- Our thanks to the **Comfort Inn and Suites** for making this event possible and for hosting us this morning

Contact Information

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Contact me or stop by anytime.