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- DRAFT Minutes for Oct 12 Meeting



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Meeting Agenda

Wednesday, November 12, 2022 – 6:30 p.m.
Center Office Building – 301 Main Street, 2nd Floor
Sturbridge MA 01566

1. Call to Order
2. Review of Minutes for Meeting of October 12, 2022
3. Guest:
 - a. Maxine Carter Lome, Hometown Shopper: December Edition Ad
 - b. Denise Morgan, Owner, Paint N Sip: Discussion of Sturbridge Promotional Ideas
4. New Business
 - a. Review of Sturbridge Tourism Marketing Ideas, Methods and Goals
 - b. Discussion of RFQ for Web Site and Marketing Administration
5. Old Business
- 6 Financial Report
- 7 Next Meeting: Wednesday, December 14, 2022
- 8 Adjournment



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Monthly Meeting

Wednesday, October 12, 2022 – 6:00 P.M.

Members Present:

Sandra Gibson Quigley
Chris Tieri
Jasmine Bell
Peter Champagne

Absent:

Nick Salvatore

Guests:

Mary Dowling, Member, Board of Selectman and Special Events Committee (SEC)

Staff Present:

Terry Masterson, Economic Development/Tourism Coordinator

Meeting Open

Sandra opened the meeting at 6:00 p.m. and welcomed everyone.

Approval of Minutes for Previous Meetings

Due to the number of unapproved minutes, it was agreed to vote on all in one motion. These minutes have been posted on the Town Web site as Draft versions for several months.

Motion:	To Approve: June 8 th Minutes July 13 th Minutes August 24 th Minutes September 15 th Minutes
	BY: C Tieri SECOND: J Bell
Vote Record:	Yes: S Gibson Quigley, C Tieri, J Bell, P Champagne Absent: N Salvatore
Outcome:	Approved 4-0

Request for STA Tourism Grant- Home of the Brave Race

Mary Dowling appeared before the Board to discuss the SEC request for financial support for the November 12th Home of the Brave Race. Mary offered a history of the race before 2021 and noted that the 2021 race raised \$6,000 for the local Sturbridge Veterans Assistance Fund. The reason for the request is due to the decision that the Town will not continue to ask donors to help with the costs of running the race and instead all donor funds will go to the Veteran's Support Fund. Terry pointed out that the costs of the 2021 race created a very small deficit of \$156.00 over what the SEC had budgeted. But with the cessation of donor solicitation, it would be good to use the Community Support budget for any deficits and that there was also a desire to have a band perform at the race. Mary noted that the race attracted 116 runners in 2021 along with over 100 spectators. Sandra asked several questions about the structure of the race's organization including what role the SEC takes and the office of the Veteran's Agent.

Motion to Tender a Grant for the HOTB Race

Motion:	To offer up to \$1,000 from the Community Support Fund for the November 12, 2022 HOTB Race.
	BY: S Gibson Quigley SECOND: C Tieri
Vote Record:	Yes: Gibson Quigley, Tieri, Bell and Champagne
Outcome:	Approved 4-0

Discussion on the Long Term Marketing and Promotion of Sturbridge

The STA devoted the remainder of the meeting to discussing how best to market and promote Sturbridge in the year ahead. Some of the major suggestions and observations are as follows:

Web Site

1. There was consensus that the continuous cultivation of the web site would be served well by generating photographs, narrative stories, contests and other forms of content.
2. That the web site should contain "calls for action" to engage visitors and readers.
3. Jasmine noted that the web site does not rank high on Google searches.
4. A quarterly newsletter would have value in informing readers and leveraging the web site. Chris suggested a simple basic newsletter now with a more detailed one later. Pete suggested emails that are geared to the taste of readers.
5. Chris suggested asking objective outsiders to view the web site for suggestions.
6. Overall, it was decided to focus on stocking the web site with photos, content and stories, email engagement through newsletters, contests and other forms of engagement (surveys).

Business Definition and Promotion

1. Jasmine suggested that every Sturbridge business should be contacted with a form so they can cite what content they would like the web site to contain generally and for their business.
2. Peter suggested that the form be sent or delivered with an understanding that once completed it would be picked up within a set time frame.

Hospitality Summit

1. There was general discussion about the value of communicating with local businesses.
2. Chris suggested a Sturbridge Hospitality Summit.
3. Chris also suggested that one topic to discuss would be how bus tours can benefit local businesses.

Marketing Consultant

There was consensus that there would be value in undertaking a new RFQ process to see what services could be retained to help promote Sturbridge in the year ahead or longer.

1. Chris suggested that a Draft RFQ be reviewed at the November meeting.
2. Issue the RFQ in December, interviews and considerations in February and March. Selection in April.

Asundry and Supporting Tasks

Terry identified several pending goals that support the overall efforts to promote Sturbridge and the web site. They are as follows:

1. Planning out marketing efforts for every season based on available funding and budget resources
2. A digital/hard copy hybrid map of Sturbridge tourism attractions and businesses. The map will be used for compilation into the 2023 Tour Guide, adding on to the web site and for hard copy display at store and hotel counters.
3. A layman's locational map of Sturbridge Trails – either stand alone or within the Tourism Map.
4. Photographs of Sturbridge attractions and businesses with some to be seasonal for timed posting.

5. Photographs of store and hotel interiors along with photos of patrons enjoying the food and beverage businesses.
6. A 2023 Tour Guide that is 3x9 possessing a map and new photographs from OSV Photo Share and a newly hired photographer.
7. Creating and purchasing a tourism hand out for shows, exhibits and general distribution.

Discussion of Work Tasks for Open the Door

There was consensus about asking Open the Door to write a Christmas/New Year's Itinerary to add to the seasonal ones on the web site. And also to request advance social media posts for the months of November, December and January with a frequency of 2 to 3 per week

Discussion of Advertising with Turley Publications

There was consensus to defer taking any advertising with Turley's regional Holiday issue. But there was agreement to consider ads in the future with Turley.

Adjournment

The meeting was adjourned at 8:35PM.



Contents:

- **Post Event Eval Form: Herbfest**
- Note: Doll and Bear has been asked several times.

Submission #12

[View](#)[Delete](#)

Your current password appears in [HIBP](#), an online database of previous data breaches. You should change your password.

Welcome to the website. For Help Documentation & Videos, please visit our [Municipal User Center](#) or, for schools, visit our [Schools User Center](#). **It is recommended you write down the following credentials to login to the User Center - Username: "CivicOpen" and Password: "ClientUser10!"**

[Previous submission](#) [Next submission](#)

[Print](#) [Resend e-mails](#)

Submission information

Form: [Post Event Evaluation](#)

Submitted by Anonymous (not verified)

October 19, 2022 - 10:05am

68.114.86.189

Point of Contact

Salli Greene

Contact Email

sargreene@gmail.com

Organization

Alternatives For Health

Name of project or event

Sturbridge Herbstfest

Event information (if applicable)

October 1, 2022

Total funds requested by applicant

3249

Total funds approved by STA

1700

Total funds spent by applicant?

5172.60

Have all bills for the project or event been paid?

Yes

Briefly describe your project or event and what your goals and outcomes for this event were.

Our goals are to create an educational event for natural health options, which also includes vendors. We were extremely pleased with the event.

What was actual attendance? Ticket sales? Can you estimate the number of hotel stays, if applicable?

92 preregistered with 10 walk ins for classes.

A ton of foot traffic even for an iffy weather day. the vendors were very pleased and I already have vendor applications for next year.

We have no way of tracking hotel stays.

What percentage of attendees were local and those beyond a 45 mile range? Could you cite a breakdown of return visitors and new visitors?

7Class preregistrations: 70 MA (all areas from the Cape to Western MA),1 NY, 13 CT, 2 ME, 1 RI, 5 NH.

Return attendees were about 50%. A lot of new interest.

Can you offer any observations about whether attendees shopped or ate locally before or after your event?

We gave out a lot of restaurant information so I am confident that many attendees ate locally after the event.

Also Sadie Greens, being right across the street benefitted from Herbfeat.

Will you seek funding from the STA in the future?

Yes

[Previous submission](#) [Next submission](#)



Contents:

- Update memos from Open the Door



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

October 26, 2022

To: STA Members

Fr: Terry

Re: **Open the Door Update**

Please see attached emails from Chris Pappas detailing the tasks to be worked on through the end of October and the transfer of the digital marketing platforms, accounts and projects over to STA.

Terry Masterson

From: Christina Pappas <cpappas@openthedoor.biz>
Sent: Tuesday, October 18, 2022 9:50 AM
To: Terry Masterson
Subject: Re: STA - October Tasks

Hi Terry

Thanks for your email and apologies for the delay as I was traveling all last week at a tradeshow.

I appreciate you letting me know about our services ending at the end of this month.

I'd be happy to put together a Christmas/Winter itinerary. They take about 15 – 20 hours but as we're not writing content for newsletters, etc right now we'll swap out that work for this project.

However, we will be unable to create three months of posts for social media. The cost for those services is \$1250 a month.

We'll get working on the itinerary and I'll also send you a follow-up email with outstanding items that need to be addressed.

Thanks Terry!

Chris

Christina Pappas

President

Open the Door, Inc.

374 Marlborough Street

From: Christina Pappas <cpappas@openthedoor.biz>
Sent: Tuesday, October 18, 2022 5:03 PM
To: Terry Masterson <tmasterson@sturbridge.gov>
Subject: Outstanding Items

Hi Terry

As I mentioned in my previous email, we have a number of outstanding items that need to be addressed before we finish our work for Sturbridge at the end of this month:

1. Constant Contact Account
 - a. We have the constant account, but it's not active because there is no form of payment in there.
 - b. Before you go to use it (and I think you should use it to communicate to the businesses, as well as to consumers) you need to put a form of payment into the account.
 - i. Remember that people who sign up on the website for the newsletter get automatically dropped into the constant contact database.
 - c. The account currently goes to my email but I'm going to log-in and change it to yours, and then will send you the login instructions
2. Transfer of Social Media Accounts
 - a. At the end of the month I'll send directions for how we transfer the accounts back to you
3. Transfer of Consumer Survey
 - a. The consumer survey, which will help form the baseline for your marketing success, is in survey monkey. If you create a survey monkey account we can transfer the survey to you
4. Website Analytics
 - a. You don't need to pay Sperling to pull the website analytics for you. if you have a google account, they can add you and you can pull the information yourself.
5. Christmas/Winter Itinerary
 - a. We will have this to you by the end of the month

Let me know if you have any questions. Thanks Terry!

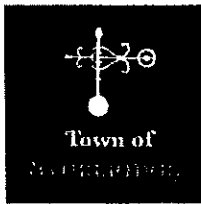
Chris

Christina Pappas



Contents:

- Sample RFQ and SOS for Web Site and Marketing



Town of Sturbridge

Sturbridge Tourist Association

October 14, 2022

TO: STA Members and Robin Grimm, Town Administrator

FR: Terry Masterson, EDTC

RE: Sturbridge Tourism Marketing

As a follow up to our meeting the following Table will detail some of the elements of this upcoming effort to recruit a marketing firm to help promote Sturbridge.

Task	Background
Goals	<u>Potential Tasks for RFQ:</u> To recruit a marketing firm or professional to help promote Sturbridge through all or some of the following tasks: marketing, advertising, web site management, digital and social media messaging, exercise of email newsletters, consumer surveys, interactive games and contests, creating content and narrative for messaging. Creating content for seasonal, holiday or activity based itineraries. Generation of photographs and videos. Researching and posting events for web site.
Type of Proposal	Request for Quotations (RFQ)
Length of Time	12 Months with potential placement of a renewal option into the RFQ. Possible: April 2023 to April 2024
Cost Ranges	Services could range from \$1500 to \$3550 monthly. Or \$18,000 to \$42,660 annually.
Time for RFQ Process	<u>"Rough Sketch" Calendar:</u> November – Issue RFQ December - Collect proposals and review January - Calendar interviews and Analyze applicants February – Tender an offer, acceptance and contracting March – Start services

Task	Background
Other Elements for the RFQ	<ol style="list-style-type: none"> 1. Do not offer price ranges. 2. Applicant to offer price points. 3. Detail specific services desired 4. Create a clear Table of Services as was done with prior STA RFQ. 5. Request successful project examples by applicants. 6. References 7.
Other Items	



Solicitation of Services :

A Tourism Web Site for the
Town of Sturbridge, MA

Release and Due Date:

Release: Thursday, January 28, 2021

Due: Thursday, February 18, 2021

Deliver To:

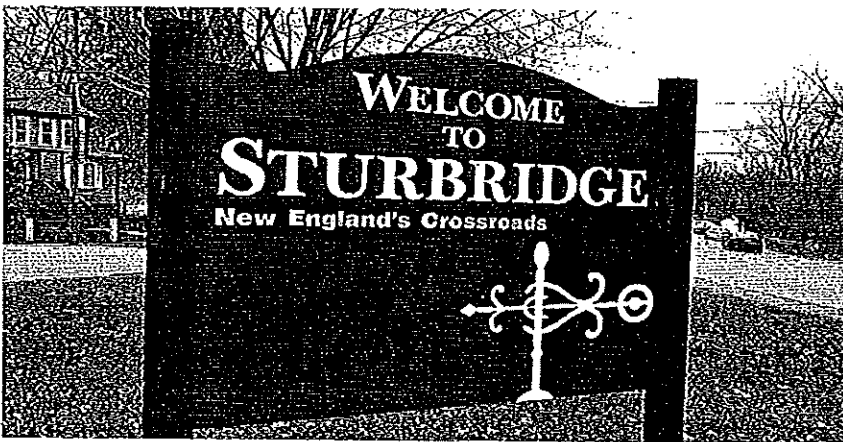
Terry Masterson (Email: tmasterson@sturbridge.gov)

Economic Development/Tourism Coordinator

Town of Sturbridge MA

301 Main Street, Room 12

Sturbridge, MA 01566



1- One of several recently installed wayfinding signs welcoming visitors to Sturbridge.

Solicitation of Services

A Tourism Web Site for Sturbridge

The Town of Sturbridge, MA, in accordance with M.G.L. c.30B, invites qualified consultants to submit a definition of their services to assist the Town in developing a web site to market and promote Sturbridge's nationally acclaimed tourism and historic attractions, extensive trail system, brew pubs, nearby wineries along with restaurants hotels and specialty retail stores.

Consideration and Award Process

Qualification submissions will be reviewed by an interview committee consisting of:

- Dawn Merriman, Member, Sturbridge Tourism Committee
- Jeremy Jalbert, IT Administrator, Town of Sturbridge
- Annie Roscioli, Recreation Director, Town of Sturbridge
- Terry Masterson, Economic Development/Coordinator
- Alex McConnon, Administrative Assistant, Town Administrator

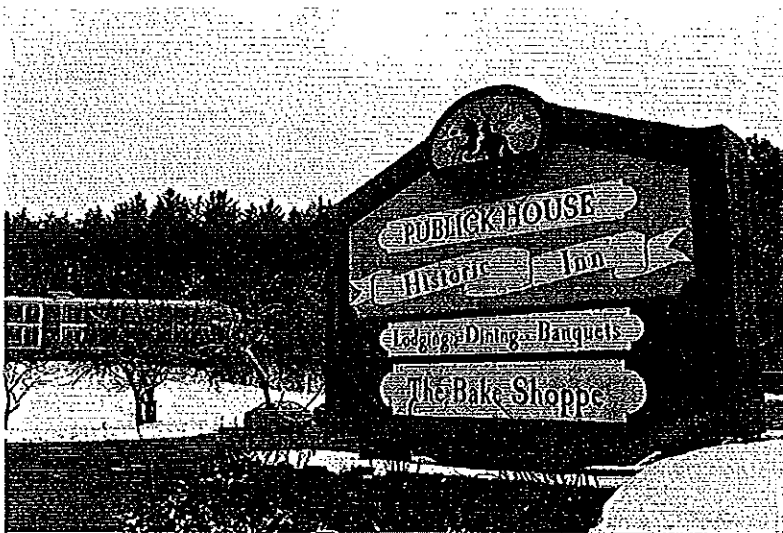
Geographic Location

The Town of Sturbridge is a small south central Massachusetts community located at the junction of Interstate 84, Interstate 90 and US Route 20. The Massachusetts Turnpike serves as the major east west highway, with Route 20 running east to west. Routes 131, 49 and 148 all intersect with Route 20 and provide direct routes to neighboring communities. Interstate 84 terminates in Sturbridge at the Massachusetts Turnpike Interchange. I-84 provides easy access to Connecticut and New York.

Submission Timelines:

The deadline for submission of quotations is no later than Thursday, February 18, 2021 by 4:00 p.m.

Email to: tmasterson@sturbridge.gov



2- Entrance to the Public House on Route 15

Background on Sturbridge

Sturbridge is a vibrant community with a diverse business base that benefits from its proximity to I-84, I-90 and US Route 20. The town is home to fourteen hotels which generate nearly \$18M in hotel room revenues annually, over twenty five restaurants which produces an average of \$63M in meals and beverage spending annually, eight breweries, eight nearby wineries, and numerous specialty shops and merchants. Many people have visited Old Sturbridge Village which is the largest living history museum in New England attracting over 250,000 visitors a year. Hotel occupancy estimates are an average of 220,000 guests annually. Every August, Sturbridge is the starting point for the annual Pan Mass Challenge, a bike race to Provincetown that attracts thousands of bikers who ride all or a part of this route raising funds for the Dana Farber Cancer Institute.

Looking into 2021, Sturbridge will see the opening of two marijuana dispensaries which will attract thousands of visitors. This Fall of 2020 saw the soft opening of the Pine Lake RV Resort which offers 313 parking pads for RV vehicles along with on campus community buildings and common area spaces for events, meals, entertainment and socialization. This resort will also attract thousands of new short term and long term visitors to Sturbridge in the years ahead.



4- Promotional road sign at the entrance to Old Sturbridge Village

Sturbridge has also become a wedding destination with locations such as the Publick House, Hyland Orchard and The Barn at Wight Farm drawing hundreds of couples from across the country to wed in this idyllic New England Community. For outdoor enthusiasts the town is building new outdoor trails every year; the number currently stands at approximately thirty miles of available trails in town. Finally, the town is expanding its outreach efforts by creating local events that foster community spirit and encourage patronage of local businesses. All told Sturbridge hosts many wonderful things to see and experience.

Scope of Work:

The Town seeks quotations for a consultant to develop a tourism focused web site that will promote the town's attractions in order to maintain/grow visitorship and commerce. The features and services of the web site are listed as follows:

- A CMS supported platform.
- A responsive/mobile design
- Formatting the site for reading convenience from a hand held smart phone
- Structuring the site so that Town staff can make content, photo/video changes and updates.
- Integration of the website with the Town's branding design
- A calendar of events feature which can be updated internally
- Navigation top bar for: Stay – Shop – Eat – Visit – Contact
- Maps for walking, Sturbridge parks, trails, key attractions, venues and parking information

- Section for bus and group tour visitors
- Contact forms
- Google analytics and Google search
- Mailchimp or Constant Contact integration for email generation
- Social media integration
- ADA compliant
- Comprehensive list of attractions, restaurants, services, parks, trails, bathrooms.
- Reciprocal links as necessary such as Visit Widget

Positive Model Tourism Web Sites:

The following web sites represent attractive examples to model the Sturbridge site after:

www.salem.org

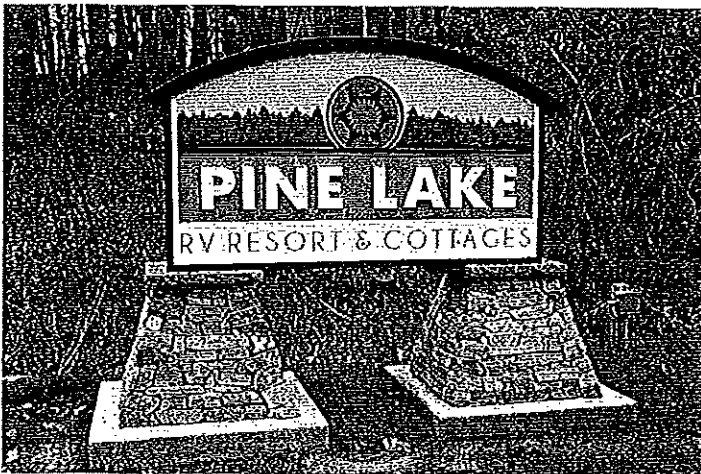
www.seeplymouth.com

www.charlestoncvb.com

www.historicjamestowne.org

Background on Sturbridge Town Tourism

Firms that are interested in responding to this solicitation will be provided with several reports and documents that not only define Sturbridge's tourism offerings but will also detail the positive steps Sturbridge has taken to promote its attractions in recent years. The creation of this web site will complement and build on these efforts. These include marketing reports, memos and a branding study. The town web site (www.sturbridge.gov) currently houses a tourism section which offers much information on the town as well as a digital download link to the Sturbridge Visitor's Guide.



5 - Entranceway sign to the new 313 unit Pine Lake RV Resort and Cottages

Please supply:

1. A description of the organization that includes years of operations, a history of the firm's direct experience in preparing marketing and promotional plans for cities and downtowns over the last 3 to 6 years.
2. Resumes of all project team members with any substitutions during the plan process subject to Town approval.
3. A list of references with contact information that includes at least 3 prior marketing projects over the last 1 to 6 years. References should be able to speak to the plan, and its results after implementation showing measurable positive outcomes.
4. Submission of 2 to 3 tourism web sites completed for previous clients.
5. Total price for completing the Scope of Work. The Interview Committee will award the project based on its determination of best price and best quality of services.
6. A vision of what a Sturbridge tourism web site would offer and contain. This should be offered in a written outline and communicated at the interview session. This does not have to be a voluminous or overly ornate effort. Not too vague but not too detailed.

Rule for Award:

The Town, based on a recommendation from the Town's Tourism Web Site Interview Committee will award a contract based on the reference checks, best quality product and price.

Additional Information

Questions regarding this SOS should be directed in writing to Terry Masterson, at the Town of Sturbridge, MA. Terry will be available to offer responses to questions and also provide assistance with data collection, content assistance and introductions to key town stakeholders. Phone: 508-347-2500 Ext. 1411 Email: tmasterson@sturbridge.gov



6- The Barn at Wight Farm

The City is an Equal Employment Employer and encourages proposals from Massachusetts certified minority and/or women-owned businesses.



7- Exit signage at Old Sturbridge Village



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

RFQ for Web Site Marketing Implementation

February 23, 2022

Project: To manage and coordinate the new Sturbridge tourism web site in order to maximize its digital communications, promotion and engagement with visitors, residents, shoppers, event attendees, regional and state tourism agencies and other interested entities.

Description: The Town has just completed a new tourism focused web site in order to promote all of Sturbridge's hotels, restaurants, specialty stores, public events and other attractions. Sturbridge is seeking an agency or consultant to implement and administer various functions of this web site which are detailed below.

Specific Tasks:

Promoting Sturbridge

Communicating and posting illustrative and promotional information about Sturbridge's tourism and commercial attractions through its web site and other digital media platforms.

Visitor Engagement

Engaging with web site visitors, Facebook, Twitter and Instagram followers. Joining in group discussions with relevant hashtags. Answering questions from site visitors. Tracking and working to increase the engagement of followers. Offer recommendations on ad boosting with Facebook in terms of location, demographics, timing and duration.

Content Development and Communication

Leveraging user engagement to guide new content. Posting photos and videos as a parallel to promoting town and regional events.

Messaging Collaboratively

Work with willing tourism entities in Sturbridge and beyond to collaboratively develop on a seasonal basis an ongoing curriculum of posts along with input, content and support from the Town and its tourism stakeholders so the communication is consistent and regularly delivered.

Email Marketing

Writing and distributing four to six newsletters annually to an audience comprised of Sturbridge stakeholders, tourism related businesses, and contact lists comprising visitors and on line visitors.

Google Analytics

Track Google's data bases to observe and analyze viewer trends and use this information to modify communications and promotions.

Visitor Survey

Continue to offer a visitor survey based on the 2020 survey. Update the questions, implement the survey and analyze the results.

Search Engine Optimization

Work to generate and sustain visitor traffic to the site. Promoting the existence of the web site to traditional and social media sites. Establishing linkages with existing sites for Sturbridge tourism businesses. Connecting with Yelp, Trip Advisor, and Google reviews as examples.

Search Engine Marketing

Explore and analyze affordable ways to promote, push and connect the site to generate viewer traffic.

Firms with experience on 2 to 3 similar projects that are within the Commonwealth or New England are worth citation. Three references should be offered as well.

Qualifications of Staff

Background information such as a resume or biography on the staff that will be managing this project should also be included in this quotation.

Proposals: Proposals including price costs are due by Wednesday, March 9th. Proposals can be submitted to:
Terry Masterson, 301 Main Street, Sturbridge MA 01566 or tmasterson@sturbridge.gov

Process: Proposals will be reviewed by the Sturbridge Tourist Association at their March 9th meeting with a recommendation at this meeting.

Questions: Contact Terry Masterson at 508-347-2500 Ext. 1411
Email: tmasterson@sturbridge.gov



Contents:

- Partnership Potentials: Last Green Valley

THE LAST GREEN VALLEY

2023 Nonprofit Partnerships



Join or renew as a TLGV Partner! Your partnership will help support our mission of connecting people with the natural, historic and cultural resources in our area. As an added benefit of your partnership, you will be included in our 2023 printed full color 5"x 8" *Explore!* visitor's guide!

With **25,000 copies** distributed to **250+ locations** throughout The Last Green Valley and beyond—including tourist attractions, campgrounds, hotels, libraries, museums, town halls and state welcome centers—you will be recognized as a key partner in sustaining our unique National Heritage Corridor.



We offer three levels of partnership, each with great benefits for your organization!

Municipal entities can enjoy nonprofit partnership rates and benefits.

BENEFIT	SUPPORTING	SUSTAINING	STEWARDED
Help conserve & celebrate The Last Green Valley's nature & history	X	X	X
Receive TLGV's e-news & invitations to programs	X	X	X
Your organization's name & information in the <i>Explore!</i> guide	X	X	X
Choice of categories in the <i>Explore!</i> guide	1	2	4
Listed in online <i>Explore!</i> guide with link to your website	X	X	X
Location featured in online Program Directory "near me" map	X	X	X
Exclusive opportunity to host <i>Walktober</i> events	X	X	X
30% savings when booking ads in <i>Explore!</i> or <i>Walktober</i>	X	X	X
Full-color logo included in print & online <i>Explore!</i> guide		X	X
Up to 50-word description of your organization in <i>Explore!</i>		X	X
Enhanced description: up to 100 words in <i>Explore!</i>			X
Quarter page advertisement in the <i>Explore!</i> print guide			X
Invitation to partner roundtable with TLGV Director & Staff			X
Two tickets to TLGV's Annual Meeting program & dinner			X

Complete the attached forms, scan the QR code, or
submit your info on our website at thelastgreenvalley.org
Submission and payment must be received by 12/31/2022



TLGV PARTNERSHIP FORM

Please submit form & payment by 12/31/2022



Organization Name: _____

Address: _____

Town: _____ State: _____ Zip: _____

Website: _____

Email: _____ Phone: _____

List Additional Locations or Addresses in Explore! Guide for \$20 each (optional)

Contact Info (will not be publicized)

Contact Name: _____

Address: _____

Email: _____ Phone: _____

NONPROFIT PARTNERSHIP LEVEL

	<u>SUPPORTING</u>	<u>SUSTAINING</u>	<u>STEWARDING</u>
	<input type="checkbox"/> 1 Year \$50	<input type="checkbox"/> 1 Year \$100	<input type="checkbox"/> 1 Year \$295
SAVE 10%!	<input type="checkbox"/> 2 Year \$90	<input type="checkbox"/> 2 Year \$180	<input type="checkbox"/> 2 Year \$525
SAVE 20%!	<input type="checkbox"/> 3 Year \$120	<input type="checkbox"/> 3 Year \$240	<input type="checkbox"/> 3 Year \$695

EXPLORE! GUIDE CATEGORIES

<u>SUPPORTING</u> Pick 1 below	<u>SUSTAINING</u> Pick up to 2 below	<u>STEWARDING</u> Pick up to 4 below
<input type="checkbox"/> Accommodations & Campgrounds	<input type="checkbox"/> Health & Wellness	<input type="checkbox"/> Retail – Arts, Antiques & Uniques
<input type="checkbox"/> Arts, Entertainment & Festivals	<input type="checkbox"/> Hiking, Walking & Running Trails	<input type="checkbox"/> Scenic Overlooks & Views
<input type="checkbox"/> Astronomy & Night Sky Views	<input type="checkbox"/> History & Museums	<input type="checkbox"/> Services
<input type="checkbox"/> Bicycling & Mountain Biking	<input type="checkbox"/> Horseback Riding/Horse Camping	<input type="checkbox"/> Skate Parks
<input type="checkbox"/> Boating & Fishing	<input type="checkbox"/> Hunting	<input type="checkbox"/> Swimming & Scuba Diving
<input type="checkbox"/> Disc Golf	<input type="checkbox"/> Kids Activities & Programs	<input type="checkbox"/> Tastes & Sips
<input type="checkbox"/> Economic Development/Chambers	<input type="checkbox"/> Letterboxing & Geocaching	<input type="checkbox"/> Weddings
<input type="checkbox"/> Education & Schools	<input type="checkbox"/> Off-Road Vehicles/Snowmobiling	<input type="checkbox"/> Winter Activities
<input type="checkbox"/> Farms/Orchards/Nurseries/Forestry	<input type="checkbox"/> Paddling	Choose even more categories for \$20 each



DESCRIPTION IN EXPLORE!

SUPPORTING

No description

SUSTAINING

50 WORD MAX

STEWARDING

100 WORD MAX

LOGO IN EXPLORE!

SUPPORTING

No logo

SUSTAINING

Email electronic version of your logo to kyle@tlgv.org

STEWARDING

ADVERTISEMENT IN EXPLORE!

SUPPORTING

No complimentary advertisement

SUSTAINING

STEWARDING

Email your ¼ page ad to kyle@tlgv.org. See specs below.

PAYMENT & AUTHORIZATION

Partnership Level: _____ \$ _____

Additional Locations: _____ @ \$20 each \$ _____

Additional Categories: _____ @ \$20 each \$ _____

Total Amount Due \$ _____

☐ Check enclosed, please make payable to: The Last Green Valley, Inc.

☐ Please invoice me. ☐ Please call me for credit card information.

Authorized Signature

Date

Printed Name

Title

Submission & payment must be received by 12/31/2022

Send form via email to kyle@tlgv.org or mail to: The Last Green Valley, PO Box 29, Danielson, CT 06239. Submissions will receive confirmation within one week of receipt. Please call 860-774-3300 or email kyle@tlgv.org with any questions. Thank you for your support!

Explore! Guide terms: 1) The Last Green Valley, Inc. (TLGV) agrees to print the listing provided on this form for the partner listed at the stated price. No verbal contracts recognized. 2) TLGV reserves the right to reject any listing and/or image and will make final editorial decisions. 3) Partners and advertisers assume responsibility and liability for all claims against TLGV arising from printed content. 4) All rates are net.

Advertisement specs for Stewarding Partners: electronic version of a non-bleed high-resolution file in PDF, Photoshop, Illustrator, InDesign, or EPS format. Files must be CMYK, 300 dpi or greater resolution at 100% and all fonts/graphics must be embedded. Specify in your email which category you would like your ad to be placed. Image size is: 2.125"w x 3.625"h OR 4.5"w x 1.75"h.



2023 Explore! and Walktober Advertising Opportunities

Explore! – A Great Option for Maximum Visibility – 25,000 copies distributed annually

*Deadline to reserve space is **Jan. 10, 2023**. Full-color publication-ready ad copy due **Jan. 31, 2023***

Page size is 5.5" wide/horizontal x 8.5" high/vertical

		NON-TLGV PARTNERS	SUPPORTING/ SUSTAINING	STEWARDSHIP PARTNERS
Full Page (In Front or Back Cover)	4.500" w x 7.500" h	\$1,200	\$840	\$780
Full Page	4.500" w x 7.500" h	\$1,000	\$700	\$650
Half Page Vertical	2.125" w x 7.500" h	\$500	\$350	\$325
Half Page Horizontal	4.500" w x 3.625" h	\$500	\$350	\$325
Quarter Page Vertical	2.125" w x 3.625" h	\$300	\$210	<i>included</i>
Quarter Page Horizontal	4.500" w x 1.750" h	\$300	\$210	<i>included</i>

Walktober – Get a Jump on the Competition – 15,000 copies distributed annually

*Deadline to reserve space is **June 1, 2023**. Full-color publication-ready ad copy due **June 15, 2023***

Page size is 11.0" wide/horizontal x 8.5" high/vertical

		NON-TLGV PARTNERS	SUPPORTING/ SUSTAINING	STEWARDSHIP PARTNERS
Full Page (In Front or Back Cover)	10.5" w x 8.0" h	\$1,000	\$700	\$650
Full Page	10.5" w x 8.0" h	\$800	\$560	\$520
Half Page	5.25" w x 8.0" h	\$500	\$350	\$325
Quarter Page	5.25" w x 4.0" h	\$250	\$175	\$160
Eighth Page	2.60" w x 2.0" h	\$200	\$140	\$130

Advertisement Submission Specifications: All sizes are non-bleed (full-page Explore ad can be full-bleed, call for details). High-resolution Adobe Acrobat PDF, Adobe Photoshop, Adobe Illustrator, InDesign or Macintosh EPS formats ONLY. Word or Publisher files will not be accepted. Files should be CMYK at 300 dpi or greater resolution at 100% size. All fonts and graphic must be embedded.

**Don't wait! Call 860-774-3300 or email Kyle at kyle@tlgv.org today
to reserve your space and return the attached Advertising Agreement!**

TLGV Advertising Agreement Form



Contract terms: 1) The Last Green Valley, Inc. (TLGV) agrees to print the advertisement described on this contract for the organization listed at the stated price. No verbal contracts will be recognized. 2) TLGV reserves the right to reject any advertisement and/or image and will make final editorial decisions. 3) Partners and advertisers assume responsibility and liability for all claims against TLGV arising from printed content. 4) All rates are net. 5) All payments for Explore! ads must be received prior to 2/1/2023. All payments for Walktober ads must be received prior to 7/1/2023. 6) Send form via email to kyle@tlgv.org, or mail to: The Last Green Valley, P.O. Box 29, Danielson, CT 06239. Submissions will receive confirmation within one week of receipt. Please call 860-774-3300 or email kyle@tlgv.org with any questions. Thank you!

1) Provide Your Information

Organization Name: _____

Contact Name: _____

Address: _____

Town: _____ State: _____ Zip: _____

Email: _____ Phone: _____

2) Choose Your Advertisement

EXPLORE!

		NON-TLGV PARTNERS	SUPPORTING/ SUSTAINING	STEWARDSHIP PARTNERS
Full Page (In Front or Back Cover)	4.500" w x 7.500" h	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$840	<input type="checkbox"/> \$780
Full Page	4.500" w x 7.500" h	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$700	<input type="checkbox"/> \$650
Half Page Vertical	2.125" w x 7.500" h	<input type="checkbox"/> \$500	<input type="checkbox"/> \$350	<input type="checkbox"/> \$325
Half Page Horizontal	4.500" w x 3.625" h	<input type="checkbox"/> \$500	<input type="checkbox"/> \$350	<input type="checkbox"/> \$325
Quarter Page Vertical	2.125" w x 3.625" h	<input type="checkbox"/> \$300	<input type="checkbox"/> \$210	<i>included</i>
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WALKTOBER

		NON-TLGV PARTNERS	SUPPORTING/ SUSTAINING	STEWARDSHIP PARTNERS
Full Page (In Front or Back Cover)	10.5" w x 8.0" h	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$700	<input type="checkbox"/> \$650
Full Page	10.5" w x 8.0" h	<input type="checkbox"/> \$800	<input type="checkbox"/> \$560	<input type="checkbox"/> \$520
Half Page	5.25" w x 8.0" h	<input type="checkbox"/> \$500	<input type="checkbox"/> \$350	<input type="checkbox"/> \$325
Quarter Page	5.25" w x 4.0" h	<input type="checkbox"/> \$250	<input type="checkbox"/> \$175	<input type="checkbox"/> \$160
Eighth Page	2.60" w x 2.0" h	<input type="checkbox"/> \$200	<input type="checkbox"/> \$140	<input type="checkbox"/> \$130

3) Payment and Authorization

- ☐ Please invoice me. ☐ Please call me for my credit card information.
☐ Check enclosed. Please make check payable to: The Last Green Valley, Inc.

Authorized Signature

Date

Printed Name

Title



Contents:

- Hometown Shopper Cover Page
- Hometown Shopper OSV Ad

Covering the Tantasqua Region and Beyond

November 2022 Vol. 18 No. 2

Your Hometown Shopper

yourlocalhometownshopper.com



Your Source for All Things Local In Print & Online



The mission of the Festival is to raise money to benefit these organizations:
Celebrating the Season and Fighting Cancer – together!

The
CANCER CENTER
at Harrington



Celebrating our 25th Year!!

Thursday, Dec 1st – Sunday, Dec 4th, 2022

LaSalle Reception Center, 444 Main St., Southbridge, MA

www.sparklingtrees.com

Thursday, December 1st
10 AM – 2 PM

Opening Day Premiere

Tree Viewing

CHORAL PREMIERE -

THURSDAY NIGHT

DEC. 1ST ~ 7 - 9 PM

Notre Dame Church

Admission \$5

at the Door or Online

Beautiful holiday music from

local church & school choirs,

followed by Tree Viewing

& Refreshments at

LaSalle Reception Center

ADMISSION - \$3/Person -
Children under 12 FREE!

AVAILABLE

ON OUR WEBSITE:

- * Entertainment Schedule
- * Full Event Schedule
- * Sponsors & Beneficiaries
- * Advanced Ticket Sales for Choral Premiere & Friday Night Lights

Friday, December 2nd
10 AM – 5:00 PM

SENIOR CITIZENS' DAY

SENIORS – 62+ FREE ADMISSION

PLUS FREE SENIOR RAFFLES

Entertainment ALL Day!!

FRIDAY NIGHT LIGHTS

DEC. 3rd ~ 6:30 – 11 PM

Admission: \$25 – Automatic

Eligibility for the Door Prize:

(2) Carrie Underwood Concert

Tickets plus an Overnight Stay

At Mohegan Sun Casino

Featuring Entertainment by
Singer/Songwriter Noah Lis.

Live Auction • 50/50 Raffle

Tree & Special Raffles

Cash Bar • Hot & Cold

Hors D'oeuvres • Over

100 Beautifully Lit &

Decorated Trees



Saturday, December 3rd
9 AM – 5:30 PM

CHILDREN'S DAY

10 AM – 2 PM

Visit Santa Claus in the

Tuscany Room

Mrs. Claus Storytime

Santa's Workshop

Letters to Santa

Coloring Station • Balloon

Animals • Holly the Elf

Puppeteer Kevin Driscoll

Kid's Grab Bags

Tree Viewing

Children's & Live

Entertainment ALL Day!

Mrs. Claus's Kitchen: 9 - 2

Pancake Breakfast: 9 - 11

Sunday, December 4th
9 AM – 3 PM

Final Day Tree Viewing

& Drawings after 4 PM

Entertainment ALL Day!!

Mrs. Claus's Kitchen: 9 - 2


Pancake Breakfast: 9 - 11



@fogtsouthbridge




facebook.com/fogtsouthbridge



Christmas by Candlelight

OLD STURBRIDGE VILLAGE



Experience old cherished traditions and create new ones as you celebrate the season during Christmas by Candlelight at Old Sturbridge Village! Explore the beautifully decorated Village, watch a nightly lighting ceremony, stroll through the Christmas Tree Trail, watch demonstrations of classic Christmas projects, visit with Santa, taste samples of sweet treats, enjoy live music and storytelling, and so much more.

Select Nights November 25 – December 30
Get your tickets at WWW.OSV.ORG