



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

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## Regular Meeting Agenda

29 January 2020, 6:00pm

301 Main Street, Center Office Building, 2<sup>nd</sup> Floor Meeting Room

1. Call to Order
2. Review of Previous Minutes – 17 December 2019
3. Treasurers Report
4. New Business
  - a. 2020 Visitor Guide – Global Design and Publishing
  - b. Joint Meeting & Discussion with the Special Events Committee
  - c. 2019 Annual Report
  - d. The Last Green Valley – Annual Membership
  - e. Updates to STA Forms
  - f. January Trails Webinar
  - g. Chamber of Commerce – Annual Meeting
5. Old Business
  - a. Restaurant Week – Discussion
  - b. Branding and Marketing Update
  - c. Trails App Discussion
6. EDTC Report
  - a. Post Event Evaluation – Antique Show
  - b. STR Report – Quarter 4 of 2019
7. Next Meeting
8. Adjourn

**The items listed which may be discussed at the meeting are those reasonably anticipated by the Chair. Not all items listed may in fact be discussed and other items not listed may also be brought up for Meeting to the extent permitted by law.**

# Page Break



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

## Regular Meeting Minutes

17 December 2019, 6:00pm

**Town Hall, 308 Main Street, Julian Meeting Room**

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

**Members Absent:** Dawn Merriman (DM) – Excused

**Staff Present:** Kevin Filchak (KF), Economic Development; Jeff Bridges (JB), Town Administrator

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1. **Call to Order** – BA called the meeting at 6:06pm. There was a quorum present.
2. **Review of Previous Minutes** – 13 November 2019. *TC MOVED to accept as presented. BA seconded. APPROVED (4-0).*
3. **Treasurers Report** – KF gave update. No questions. TC noted that the shirts ordered through MassCor were not processed, but will be shortly. *BA MOVED to approve as written, TC seconded. APPROVED (4-0).*
4. **New Business**
  - a. **Business of the Year – 2019 – Discussion** – KF provided overview of process. JA asked if this was a good return in terms of nominations received, KF said that he felt it was a good return. General discussion on recent business surveys conducted by KF. BA went over the top candidates in each category [Please see attached for all nominations]. JA suggested considering (A) who got the most votes and (B) who would benefit most from the award. General discussion on the nominees and local businesses as BA went through the list. KF gave overview of the current membership agreement with DCM. NS asked if there will be checks and balances for marketing grant; KF said yes as it would go through the STA's normal policy process. BA asked if the membership would go towards new members of DCM, KF said yes.

Members started with Eat category. General discussion on Wild Flour Kolaches. JA suggested value in supporting those businesses that would benefit from such and award. General discussion on the Kolaches business in Town. NS said that he would support the award going to someone who would find value in the reward. KF suggested that the committee consider those businesses not normally considered for awards. TC noted that he looked at the websites of these businesses to get a sense of their community involvement, noting that he was pleased to see many are very involved. He

cited Escape the Pike for their effort and support various causes as a local business. General discussion on how best to select winner. NS supported Kolaches or Homefield. TC talked about Homefield. JA said he'd support Kolaches and Sturbridge Seafood, general discussion on those locations. BA talked about the value and draw of Sturbridge Seafood. *TC MOVED to nominate Sturbridge Seafood as the winner for Business of the Year in the Eat category. APPROVED (3-1).*

Members moved to discuss the Play category. BA said that he liked Escape the Pike as the winner, members supported the idea. *TC MOVED to nominate Escape the Pike as the winner of the Business of the Year in the Play category. BA seconded. APPROVED (4-0).*

Members moved to discuss the Shop category. BA said that the Bird Store has been there for years and continues to do more, leading to a general discussion. TC said the only other business to consider would be Alternatives for Health, noting their recent Herbfest. General discussion on the two businesses. *BA MOVED to nominate Alternatives for Health as the winner of the Business of the Year in the Shop category. TC seconded. APPROVED (3-1).*

JA said that the Comfort Inn would be the winner based on the nominations, and suggested that they move to renew their membership in DCM as they already have a membership. TC asked if it were possible to reimburse the Comfort Inn for their membership; KF said yes. *JA MOVED to nominate Comfort Inn as the winner of the Business of the Year in the Stay category. NS seconded. APPROVED (4-0).*

KF gave overview of next steps for award. Town Administrator will send award letter to winners. *TC MOVED to allocate up to \$1200 for the two memberships, and up to \$1,000 for marketing and advertising per business.* JA asked if the STA could spend on their behalf, KF explained the oversight process. TC said that the award letter should explain all that can be done. *NS seconded. APPROVED (4-0).* NS asked if there should be a plaque, general agreement. *TC MOVED to allocate \$500 out of marketing to purchase four plaques for the businesses. JA seconded. APPROVED (4-0).*

- b. **Restaurant Week – Discussion** – KF went over the feedback from the businesses, noting price point was a concern for some. General discussion on price point. KF suggested some ways to approach this. General discussion on creating new meals to draw in crowds, something new from everyone. Members discussed when would be a good time to test this week, NS suggested testing different models for the restaurant week for what works best. KF suggested being around Brimfield, TC suggested April and NS suggested April vacation. Item will be on January agenda for further discussion.
- c. **GPS Trail Finding App** – TC provided overview of this app, noting this was a goal of the past Town Administrator. Said he has only talked to one company and these are the results. Said the Trails committee is looking for the support of the STA for this program. TC said that the Trail Committee has this company coming to their January meeting and

STA is welcomed to join. TC said that this would allow people to use the app on the trails and that the Committee would get a lot of information on the back end. Said that there would be advertisements to help offset costs for the maintenance of the app. BA said that he would like to see another proposal for future consideration. NS asked if they have looked at existing trail apps, TC said that as a managing agency they don't have control over the trails published on those apps. General discussion on other vendors. JA asked what the business is before the STA, TC said nothing tonight just for discussion. General discussion on what the app would look like. KF suggested the app be more inclusive than just trails, positive feedback from members.

- d. **DCM Invoices** – KF gave overview of both invoices. *BA MOVED to allocate \$200 from Marketing to cover the costs of the winter article preparation with Discover Central MA. TC seconded. APPROVED (4-0). TC MOVED to allocate \$735 from the Marketing line item to cover the costs of its advert in the Discover Central Massachusetts Visitor Guide. NS seconded. APPROVED (4-0).*

e. **2020 Goals**

- i. **Committee -**
- ii. **Economic Development & Tourism Coordinator –**

KF provided overview of goals and of the business tours program. TC asked if we're splitting the time equitably; KF said yes the town and STA each pay half. BA said that there should be more communications between businesses about each other. NS talked about some of it being on the businesses, and the need to ask and engage. General discussion on having quarterly community events and what that looks like in 2020. TC noted that he has 68 people confirmed for people attending the first of the year trail hike.

5. **Old Business**

- a. **Branding and Marketing Update** – BA provided update from Chris Pappas. JA talked about his conversation with her. BA noted that he, KF and TC went to the Bus Tours discussion at OSV and gave overview of that meeting.

6. **EDTC Report**

- a. **Annual Update** – KF provided members with his Annual Report to the Board of Selectmen.
- b. **Post Event Evaluation – Harvest Festival** – TC noted that the funding information was lacking in the report.

7. **Next Meeting** – Next meeting will be held on January 22<sup>nd</sup> and shall be a joint meeting with the Special Events Committee.

8. **Adjourn** – BA MOVED and TC seconded to adjourn at 7:38pm.

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

## Attachment – Business of the Year Nominations Received as of Dec. 11<sup>th</sup>

Timestamp	Category	Which business are you nominating?	Why are you nominating this business?
11/21/2019 17:06:31	Eat	Kiazans	We have never had a bad meal there! nice atmosphere and nice staff.
11/21/2019 17:28:08	Eat	Just a Nibble	Their support of town functions, the essence of small home based business, and don't forget the best chocolate chip cookies around.
11/22/2019 8:18:57	Eat	Teddy G's	Great food, has a local flair , family owned
11/22/2019 9:35:15	Eat	Publick House	Excellent Comfort food, historic charm and friendly staff
11/22/2019 10:30:45	Eat	Sturbridge Seafood	I personally know the owner. I know Ken takes time to make sure the product he serves is local, fresh and every dish is made with care and attention to detail from taste to presentation
11/22/2019 16:44:44	Eat	B.T.'s Smokehouse	They are a continual contributor to the town and community. B.T.'s has a large presence that helps draw people to the area. They also seem committed to Sturbridge and the town as a whole.
11/24/2019 6:55:58	Eat	Teddy G's	Great selection of pub food, local ownership, friendly staff, relaxing atmosphere
11/24/2019 22:30:50	Eat	Sturbridge coffee house	Wonderful food and atmosphere!
11/25/2019 12:23:48	Eat	Just a Nibble	Nikki makes the best cookies and brownies!
11/25/2019 13:26:12	Eat	SOUP TO NUTZ	BEEN IN BUSINESS IN TOWN FOR OVER 30 YEARS. SMALL MOM AND POP PLACE
11/26/2019 8:51:36	Eat	Teddy G's	Local owner, great selection with excellent value, friendly staff

11/26/2019 21:01:14	<b>Eat</b>	BT smokehouse	Best food in town!
11/27/2019 10:08:30	<b>Eat</b>	Altruist Brewing Company	Because they have a really cool establishment that is a very fun and entertaining atmosphere with fantastic beer to go along with it. Also everyone there is extremely kind and friendly!
11/29/2019 11:05:35	<b>Eat</b>	Homefield Brew and kitchencraft	Fantastic ambiance and environment to have a good time. Jon is always welcoming and available to share stories about the brews and foods they serve. The live music is always a unique and entertaining mix that provides for a fantastic evening out.
12/3/2019 13:05:38	<b>Eat</b>	BT Smokehouse	Best B-Que around for miles, always packed
12/4/2019 23:46:33	<b>Eat</b>	Wild Flour Kolaches	A new and different food option; a choice of how to consume it (walk-in, party trays in regular or small sizes, custom varieties with advance notice); friendly owners passionate about what they do; fun customer service (e.g. discounts on Sundays to support the Patriots)
12/6/2019 16:29:54	<b>Eat</b>	Rapscallion Brewery	Friendly, all types of fun events and of course their delicious craft beers!
12/9/2019 9:53:30	<b>Eat</b>	Teddy G's	Excellent Pub food great atmosphere, great for locals and tourists alike, locally owned
11/21/2019 16:41:13	<b>Play</b>	Pine Lake RV Park	Expansion of the RV park to include fire pits, pool, swimming, movies, group gatherings. They offer more for those who stay there than anyone else.
11/21/2019 17:00:10	<b>Play</b>	Brush It Off	It is great for all ages, all seasons, it is relaxing and many fun things to choose from to do.
11/21/2019 17:30:11	<b>Play</b>	Escape the Pike	I went last month and it was the most fun that I have ever had in Sturbridge.
11/22/2019	<b>Play</b>	OSV	Historic , interactive for all the family, love the Candlelight and

8:21:59			Sleepy Hollow experience
11/22/2019 9:39:32	<b>Play</b>	Rapscallion	Outstanding brews, food options, disc golf on site, helpful staff
11/22/2019 10:31:31	<b>Play</b>	Brush It Off	I feel this is a great way for people to get together, socialize and learn some painting techniques!
11/23/2019 20:32:20	<b>Play</b>	Brush it off	very family friendly , people like to have something different to do , men and women
11/23/2019 20:45:30	<b>Play</b>	Brush It Off	What a wonderful place to go, the atmosphere and fun professional staff. Great place to relax.
11/23/2019 21:34:08	<b>Play</b>	Brush It Off	The business owner creatively offers fun painting activities for adults, children, families, and couples. The owner also offers group parties for birthdays, engagements, and as fundraisers for businesses and organizations. The establishment is cheerful and relaxing. The owner is friendly and always inviting suggestions from customers. She is a community minded person and eagerly participates in networking events to promote Brush It Off as well as the success of other small businesses. A fun place for all!
11/23/2019 21:41:15	<b>Play</b>	Brush it Off	This business offers a special, relaxing atmosphere that gives the customer a service while offering entertainment and an opportunity to have fun!
11/23/2019 23:21:18	<b>Play</b>	Brush It Off	Wonderful place to go if your looking for something to do in Sturbridge. Such an inviting and fun DIY paint studio with lots of options of things to paint!
11/23/2019 23:22:55	<b>Play</b>	Brush It Off	My entire family loves this place! Such a wonderful place to relax and have fun
11/23/2019 23:30:40	<b>Play</b>	Brush it off	So much to do for all ages! You don't have to be an artist to have fun and PAINT
11/24/2019 0:16:51	<b>Play</b>	Brush It Off	So much fun! Staff is super friendly and helpful! It's always a great time!
11/24/2019 12:44:39	<b>Play</b>	Escape the Pike	The owners are hard-working and take pride in what they do. Escape the Pike provides a high-quality, unique entertainment experience that Sturbridge should be proud of.



11/24/2019 22:30:09	<b>Play</b>	Escape the pike	A.wonderful place to have some fun!
11/24/2019 22:33:22	<b>Play</b>	Brush it Off	Great place, fun
11/25/2019 8:30:44	<b>Play</b>	Escape the pike	It's the only place in the area like it. Great family and adult fun
11/25/2019 8:32:52	<b>Play</b>	Escape the Pike	A new fun activity in the area.
11/25/2019 8:36:07	<b>Play</b>	Brush It Off	Excellent customer service, a fun spot for all ages, and I love working with Denise!
11/25/2019 13:27:01	<b>Play</b>	ESCAPE THE PIKE	NEW BUSINESS STARTING OUT. WANTS TO BE MORE INVOLVED WITH TOWN EVENTS.
11/26/2019 21:02:08	<b>Play</b>	Escape the Pike	Great experience.
11/27/2019 8:18:59	<b>Play</b>	Altruist Brewing Company	They make delicious beer!
11/27/2019 9:25:05	<b>Play</b>	Altruist brewing company	They are amazing
11/27/2019 9:46:40	<b>Play</b>	Altruist Brewing Company	Absolutely great venue and owners.
11/28/2019 10:37:44	<b>Play</b>	Escape the Pike	A totally unique place to play!
12/6/2019 16:36:06	<b>Play</b>	Rapscallion Disc Golf Course	Great outdoor fun with friends or family for both beginners and advanced players!
12/9/2019 16:23:25	<b>Play</b>	Old Sturbridge Village	Old Sturbridge Village is an amazing piece of Sturbridge. Not only is it educational due to the historical buildings and the knowledgeable and kind staff, but it is a fun and relaxing place for the community and those from far away to visit and enjoy.

11/21/2019 17:03:52	<b>Shop</b>	The Thrifty Gypsy	Affordable Gifts on the fly for almost any occasion! Home made things, Gluten Free things, CBD products that they are SO knowledgeable about and quality affordable products.
11/21/2019 17:32:50	<b>Shop</b>	Micknucks	community engaged outfit that also offers great products and service
11/22/2019 8:20:58	<b>Shop</b>	Alternative Health Store	Owner is involved in community and has great shop with many health alternatives
11/22/2019 9:33:45	<b>Shop</b>	The Bird Store	Local owners , everything you need for your birds and they also do field trips studying nature
11/22/2019 12:30:04	<b>Shop</b>	Best BiB & Tucker	Fine Leather goods and accessories , been in business for over 25yr here in Sturbridge, hidden gem
11/23/2019 7:34:19	<b>Shop</b>	Bird Store	Over 30yrs in business in Sturbridge, all you need for your birds all year round, friendly owners
11/24/2019 6:54:49	<b>Shop</b>	Leather Shop	Helpful staff excellent selection of leather products from jackets to accessories business for 30 yrs in Sturbridge
11/25/2019 12:24:18	<b>Shop</b>	OSV	They have the best gift shop!
11/25/2019 13:24:33	<b>Shop</b>	NOAH'S ARK PET SHOP	VERY INFORMATIVE, SUPER HELPFUL, BEEN IN BUSINESS FOR 32 YEARS IN THIS TOWN.
11/26/2019 8:52:35	<b>Shop</b>	Alternative Health for	Unique shop , owner involved with community, excellent selection of alternative options
12/1/2019 7:07:54	<b>Shop</b>	Bird Store	Engaged in community , has events for locals, interesting store with all your bird needs
12/3/2019 13:04:45	<b>Shop</b>	Alternative Health for	Great shop has all your alternative health needs, owner is involved in community and actually hosted an event in October ( Herbst )
12/9/2019 9:52:33	<b>Shop</b>	Bird Store	Over 30yrs as Sturbridge Business, all your bird needs, does bird watching groups as well

11/21/2019 16:38:02	<b>Stay</b>	Holiday inn Express	Beautiful property, state of the art accommodations, most modern and efficient hotel in town.
11/21/2019 16:41:13	<b>Stay</b>	Publick House Historic Inn	Beautiful property and a real value to the town
11/21/2019 17:08:07	<b>Stay</b>	The Public House	They are very active in the community, an affordable stay, great food, lovely grounds and buildings. Just an all around great place.
11/22/2019 8:18:05	<b>Stay</b>	Comfort Inn & Suites	#1 Place to stay in Sturbridge, friendly staff and close to all Sturbridge Has to Offer.
11/22/2019 9:36:25	<b>Stay</b>	Publick House	Numerous Lodging options, Rooms in Old Inn plus newer modern historic design rooms
11/22/2019 9:37:56	<b>Stay</b>	Comfort Inn	Easy Hwy access, next to Cracker Barrell, relaxing lounge and excellent breakfast, #1 in Sturbridge on Trip Advisor
11/22/2019 11:29:04	<b>Stay</b>	public house	brings together the history of Sturbridge plus the conveniences of the 20th century
11/23/2019 7:35:23	<b>Stay</b>	Comfort Inn	#1 place to stay in Sturbridge on Trip Advisor, friendly & helpful staff , engaged in the community
11/25/2019 13:25:20	<b>Stay</b>	COMFORT INN AND SUITES	GUEST SERVICE IS TOP NOTCH. HELPS PROMOTE EVENTS IN THE TOWN
11/26/2019 11:33:47	<b>Stay</b>	Comfort Inn & Suites Sturbridge	This hotel takes a GREAT DEAL of pride in customer service and promoting the Sturbridge town and community. They LOVE LOVE the local attractions and are always educating their guests on what to visit, where to eat, what to do and why. They will take the initiative to learn whats new in town and how to help. Places like this in the town help the town and community strive and makes customers want to come back to Sturbridge and spend their money there!
11/26/2019 12:17:24	<b>Stay</b>	Comfort Inn & Suites Sturbridge	I stay here whenever I am staying or passing thru Central Mass! The team is amazing and always treat me like I am staying at the Ritz...the rooms are modern and clean, they have 2 pools and a bar! What more do I need?!?
11/26/2019 13:22:31	<b>Stay</b>	Comfort Inn and Suites Sturbridge	This hotel exemplifies what visitors expect when they visit our town - great service and a warm & inviting place to stay.

11/26/2019 23:33:24	<b>Stay</b>	Comfort inn and suites	Customer service, attention to detail
12/1/2019 7:09:13	<b>Stay</b>	Comort Inn	#1 place to stay in Sturbridge via Trip Advisor, close to all Sturbridge has to offer and easy hwy access
12/9/2019 16:21:48	<b>Stay</b>	Old Sturbridge Inn & Reeder Family Lodges	This is a beautiful place to stay coupling 19th-century charm with first-class hospitality and 21st century amenities. Attached to one of the great stalwarts of the town - Old Sturbridge Village.

# Page Break

<b>FY 2019 Encumbered Funds*</b>	24400 56551	\$ 5,285.00	\$ -	\$ 5,285.00	\$ 5,325.00	\$ (40.00)
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[illegible]



Marketing Allocations	
Approved by STA	\$ 99,135.00
Spent by Recipients	\$ 27,707.50
Unspent Approved Funds	\$ 71,427.50
Unassigned Funds	\$ 16,124.00
Funds Returned to STA	\$ 555.00
<b>Total Available Funds</b>	<b>\$ 16,679.00</b>

[illegible]



## Document Guide

**Approved by STA** = Sum of all items listed in the "Allocated" column

**Spent by Recipients** = Sum of all items listed in the "Spent" column

**Unspent Approved Funds** = Sum of all items listed in the "Remaining" column

**Unassigned Funds** = "Current Total Balance" (found on cover page) - "Approved by STA"

**Funds Returned to STA** = Sum of "Remaining" column for those items that have closed

**Total Available Funds** = Sum of "Unassigned Funds" and "Funds Returned to STA"

**Item** = Project approved by the STA

**Allocated** = Amount approved by the STA

**Spent** - Amount spent by the recipient

**Remaining** = "Allocated" - "Spent"

**Date Approved** = The date the STA approved the project

Allocated Comparisons   FY 19 Budget				
Community Support	FY 2020	FY2019	FY2018	FY2017
July	33%	94%	33%	36%
August	47%	96%	33%	36%
September	47%	97%	33%	36%
October	57%	97%	35%	41%
November	57%	101%	36%	56%
December	57%	101%	36%	56%
January		101%	73%	56%
February		101%	88%	73%
March		104%	97%	73%
April		107%	97%	73%
May		107%	98%	92%
June		107%	98%	98%
Marketing	FY 2020	FY2019	FY2018	FY2017
July	17%	81%	54%	30%
August	68%	83%	55%	30%
September	80%	83%	62%	43%
October	80%	83%	72%	50%
November	80%	87%	82%	53%
December	86%	87%	82%	53%
January		89%	93%	62%
February		97%	99%	65%
March		104%	81%	95%
April		105%	93%	95%
May		105%	101%	101%
June		105%	101%	101%

Spending Totals / Comparisons
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Community Support	FY2020	FY2019	FY2018	FY2017
July	7%	5%	13%	7%
August	7%	18%	15%	9%
September	15%	43%	15%	9%
October	32%	68%	15%	9%
November	43%	84%	27%	21%
December	43%	85%	28%	21%
January		85%	28%	27%
February		85%	60%	37%
March		87%	79%	58%
April		91%	80%	59%
May		95%	86%	59%
June		99%	96%	86%
Marketing	FY2020	FY2019	FY2018	FY2017
July	0%	1%	3%	0%
August	4%	11%	6%	2%
September	5%	19%	7%	5%
October	9%	32%	45%	5%
November	20%	49%	54%	25%
December	31%	70%	54%	29%
January		72%	60%	32%
February		72%	48%	34%
March		78%	48%	35%
April		81%	49%	37%

May		84%	71%	45%
June		93%	93%	88%

#### Remaining Totals / Comparisons

<b>Community Support</b>	<b>FY2020</b>	<b>FY2019</b>	<b>FY2018</b>	<b>FY2017</b>
July	93%	95%	87%	93%
August	93%	82%	85%	91%
September	85%	57%	85%	91%
October	68%	32%	85%	91%
November	57%	16%	73%	79%
December	57%	15%	72%	79%
January		15%	72%	73%
February		15%	40%	63%
March		13%	21%	42%
April		9%	20%	41%
May		5%	14%	41%
June		1%	4%	14%
<b>Marketing</b>	<b>FY2020</b>	<b>FY2019</b>	<b>FY2018</b>	<b>FY2017</b>
July	100%	99%	97%	100%
August	96%	89%	94%	98%
September	95%	81%	93%	95%
October	91%	68%	55%	95%
November	80%	51%	46%	75%
December	69%	30%	46%	71%
January		28%	40%	68%
February		28%	52%	66%
March		22%	52%	65%
April		19%	51%	63%
May		16%	29%	55%
June		7%	7%	12%

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

% 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

Community Support - 56552	
Original Total	\$ 40,359.00
Spent	\$ 21,661.25
Revised Total	\$ 18,697.75

\$ 22,917.75

[illegible]

Marketing and Advertising - 56551	
Original Total	\$ 115,259.00
Spent	\$ 37,255.00
Revised Total	\$ 78,004.00

[illegible]

EDTC Salary - 51130	
Original Total	\$ 19,223.00
Spent	\$ 8,769.61
Revised Total	\$ 10,453.39

Date	Item	Expenditure	Details
7/31/2019	EDTC Salary		-
8/31/2019	EDTC Salary		-
*9/30/2019	EDTC Salary	\$ 4,384.80	-
10/31/2019	EDTC Salary	\$ 1,461.60	-
11/30/2019	EDTC Salary	\$ 1,461.60	-
12/31/2019	EDTC Salary	\$ 1,461.61	-

Finance Director split billing between STA / Town

EDTC Benefits - 51210*	
Original Total	\$ 13,734.00
Spent	\$ 3,479.39
Revised Total	\$ 10,254.61

\*Billed Quarterly

Date	Item	Expenditure	Details
7/30/2019	Employee Benefits	\$ -	-
8/31/2019	Employee Benefits	\$ -	-
9/30/2019	Employee Benefits	\$ 3,479.39	-
10/31/2019	Employee Benefits	\$ -	-
11/30/2019	Employee Benefits	\$ -	
12/31/2019	Employee Benefits	\$ -	

**Sturbridge Tourist Association  
Definitions**

**Community Support**

This line item shall be for the sponsorship of events, the procurement of goods and services for an event, payment or installation of equipment and/or any other purchase, unrelated to marketing, that supports tourism in the town of Sturbridge.

The purpose of this fund is to support the local tourism industry though, in certain circumstances, the STA may allocate these dollars to support community events if they believe there is an inherent benefit to tourism and/or tourist related businesses in town through the funding of said activity.

This line item shall also go toward the funding of reports and studies necessary for the advancement of tourism in the community. However this does not apply to reports that focus on marketing as those are funded by the Marketing line item.

**Marketing**

This line item shall support efforts to publish, promote and distribute media campaigns about Sturbridge for the purpose of attracting visitors to the community across all media platforms.

These campaigns can range from general adverts about the community to targeted ads highlighting a specific item and/or event.

This line item shall also provide funding for any/all marketing related studies the STA may undertake. If the scope is beyond that of marketing, the study shall be covered under Community Support.

**Economic Development and Tourism Coordinator Salary**

This line item shall cover the annual salary of the Economic Development and Tourism Coordinator (EDTC). The specific responsibilities and duties of the EDTC are detailed in their position description.

Note, the STA and the Town of Sturbridge evenly split the salary and benefits costs for the EDTC each fiscal year.

01/10/2020 12:38  
1655cger

TOWN OF STURBRIDGE  
STA DECEMBER 2019 BUDGET

P 1  
glytdbud

FOR 2020 06

ACCOUNTS FOR: 244	STURBRIDGE TOURIST ASSN	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
<hr/>								
24400	STURBRIDGE TOURIST ASSN							
<hr/>								
<a href="#">24400 51130</a>	<a href="#">SALARIES/WAGES</a>	19,223	0	19,223	8,769.61	.00	10,453.39	45.6%
<a href="#">24400 51210</a>	<a href="#">EMPLOYEE BENEFITS</a>	13,734	0	13,734	3,479.39	.00	10,254.61	25.3%
<a href="#">24400 56551</a>	<a href="#">MARKETING/ADVERTISI</a>	109,974	5,285	115,259	23,900.00	.00	91,359.00	20.7%
<a href="#">24400 56552</a>	<a href="#">COMMUNITY SUPPORT</a>	40,359	0	40,359	17,441.25	.00	22,917.75	43.2%
	TOTAL STURBRIDGE TOURIST ASSN	183,290	5,285	188,575	53,590.25	.00	134,984.75	28.4%
	TOTAL STURBRIDGE TOURIST ASSN	183,290	5,285	188,575	53,590.25	.00	134,984.75	28.4%
	TOTAL EXPENSES	183,290	5,285	188,575	53,590.25	.00	134,984.75	



01/10/2020 12:38  
 1655cger

TOWN OF STURBRIDGE  
 STA DECEMBER 2019 BUDGET

P 2  
 glytdbud





FOR 2020 06

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	183,290	5,285	188,575	53,590.25	.00	134,984.75	28.4%

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

# Page Break

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From:	 Ryan Hart <ryan@berkshirebrochures.com>	Wed, Jan 08, 2020 6:09:38 PM	
Subject:	2020 Guide Book Distribution - (follow up)		
To:	 <b>Kevin Filchak</b>		
Attachments:	 Attach0.html / Uploaded File	3K	
	 image002.jpg / Uploaded File	5K	

---

Hey Kevin,

I hope you had a great holiday season.

It is now that time of year when we start to set up distribution agreements for Spring and Summer of 2020.

I wanted to follow up with you to see if you would be interested in discussing doing some distribution with us in any of our area's of operation.

Let me know your thoughts!

Ryan Hart

VP of Sales

C: 413-717-0656 | O: 413-298-3999



image002.jpg@01D5AAA5.F3ED0420

## Have Extra Brochures?



If you still have extra brochures or guides on hand from last year, let us help you get those pieces directly in the hands of visitors at the exact moment they are deciding to do something spontaneous and fun in 2020!

Let CTM know how many brochures or guides you have remaining, and we'll create a **customized program** to help liquidate and distribute your collateral to get the new year off to a great start using our extensive distribution network that includes Hotels, Visitor Centers, Attractions, Airports, Convention Centers and anywhere else you'll find people wondering what to do next.

For more information, please email me at [kkowalski@ctmmedia.com](mailto:kkowalski@ctmmedia.com) or call me directly at 617-275-5894.

**Kim Kowalski**  
**Media Consultant**  
CTM Media Group  
30 B Sixth Rd.  
Woburn, MA 01801

**4 out of 5 visitors  
pick up brochures  
from information  
displays.**

**3 out of 4 visitors  
had their travel plans  
influenced by a  
brochure.**

\*Statistics based on Bentley University's Center for Marketing Technology, 2018  
Visitor International Study.

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CTM communicates with its customers and partners on a regular basis.

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CTM's Corporate mailing address is:

CTM Media Group  
11 Largo Drive South  
Stamford, CT 06907-2337

[Preferences](#) | [Unsubscribe](#)

# Page Break



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

---

Date: 21 January 2020  
To: Jeff Bridges, Town Administrator  
CC: Sturbridge Tourist Association  
Subject: 2019 Annual Report

---

2019 found the Sturbridge Tourist Association (STA) create a Business of the Year award, begin the development of a robust town brand and marketing strategy, support local tourism events and develop tourist publications. In another strong year where our hotels collected over \$19 million in revenues from room sales alone, the STA continues to be a resource to those looking to bring tourism to the Sturbridge community.

## **2019 Businesses of the Year Awards**

For the first time, the STA recognized four businesses for their outstanding achievements over the past year. Beginning in November 2019, the STA accepted public nominations for the first ever Business of the Year Award. The STA reviewed each nomination in one of four categories: shop (merchants), eat (restaurants), stay (hotels) and play (entertainment). When nominations were closed in December, the STA had received seventy-five nominations. After careful consideration, the STA decided to award the title of Business of the Year to the following businesses:

- Shop: Alternatives for Health
- Eat: Sturbridge Seafood
- Stay: Sturbridge Comfort Inn
- Play: Escape the Pike

Those four winners were awarded (1) the title of Business of the Year, (2) a \$1,000 reimbursable marketing grant, and (3) a one year membership to Discover Central Massachusetts. Going forward this award will become an annual award in Sturbridge.

## **Branding and Marketing RFP**

In the summer of 2019, the STA solicited proposals (via a Request for Proposal or RFP) from qualified vendors for the development of a town brand and three year marketing strategy. At the

close of the RFP, the STA had received twenty proposals for the development of said brand. After careful consideration the STA selected Open the Door, a consulting company out of Boston, for the development of the new Town brand and three year marketing strategy. At the close of 2019 the consultant is still conducting their research, but a final brand and strategy are expected early in 2020.

### **Continued Support for Local Events**

Every year the STA provides grant support to local tourism events in Sturbridge. This past year saw the STA support a number of diverse events in Sturbridge; these events included (but are not limited to):

- \$500 for the 1775 Colonial Drill and Muster
- \$1,000 for the Working Dog Show
- \$3,130 for the first annual Herbfest
- \$4,460 for the 30<sup>th</sup> annual Harvest Festival
- \$5,000 for a New Year's Antique Show
- \$5,446 for the Big MOE
- \$12,500 for Old Sturbridge Village efforts to bring Bus Tours back to Sturbridge

### **Publications**

In 2019 the STA funded the printing of two publications, the 2019 Trail Guide and the 2019 Visitor Guide. Both guides have been distributed throughout the region, for free, to help promote our community to visitors and tourists. Links to each guide are found below.

- Trail Guide
  - o [www.sturbridge.gov/sites/sturbridgema/files/uploads/stur\\_trail\\_guide\\_final\\_2019\\_v2.1\\_2.pdf](http://www.sturbridge.gov/sites/sturbridgema/files/uploads/stur_trail_guide_final_2019_v2.1_2.pdf)
- Visitor Guides
  - o [www.sturbridge.gov/sites/sturbridgema/files/uploads/sturbridge\\_area\\_guide\\_2019\\_web.pdf](http://www.sturbridge.gov/sites/sturbridgema/files/uploads/sturbridge_area_guide_2019_web.pdf)

### **Summary**

In 2020 the STA shall continue to foster positive economic growth in Sturbridge through the support of tourism to our community. With the major branding and marketing plan currently in development, the STA expects 2020 to be an exciting year that will provide many tangible and visible benefits to Sturbridge.

Respectfully Submitted:



Brian Amedy, STA Chair  
Tom Chamberland, STA Vice-Chair  
Jeff Ardis, STA Member  
Nick Salvador, STA Member  
Dawn Merriman, STA Member

DRAFT

# Page Break



## **Business, Farm and Non-profit Partnerships**

**Deadline to be included in 2020 Explore Guide – Jan. 31**

### **What are the benefits of a BASIC Business, Farm or Non-profit Partnership?**

- You'll receive a free basic listing in the **2020 Explore! Guide to Outdoor, Indoor, and Around Town Adventures**, with 25,000 copies distributed throughout The Last Green Valley and beyond.
- Your organization will be listed on the TLGV **Online Explore! Directory**, with a direct link to your own website, plus placement on the TLGV Interactive Destination Map.
- You can choose up to two categories to be listed online and in print.
- As a Partner, you'll have the exclusive opportunity to host **Spring Outdoors and Walktober** activities, and to take advantage of special advertising opportunities.
- You will be promoted in social media, recognized in TLGV's Annual Report, and you'll receive a "Proud Member" certificate to display.
- You will receive invitations to TLGV member programs, events and activities, plus TLGV publications, newsletters and updates, and you may participate on TLGV's Board and Committees as well as vote at Annual Meeting.
- Your dollars will be used wisely to celebrate and conserve The Last Green Valley's natural and cultural resources.

### **What are the benefits of an ENHANCED Business, Farm or Non-profit Partnership?**

All the benefits listed above, plus:

- An enhanced listing in **Explore!** with descriptive text about your business/farm/non-profit plus your logo.
- Your choice of up to four listing categories.
- Placement of your logo in the **Online Explore! Directory**.
- Additional public recognition, special programs and event sponsorship opportunities.
- Additional social media promotion from TLGV.
- Satisfaction knowing that you are a leader in promoting stewardship of the National Heritage Corridor.

**Become part of the growing effort to care for, enjoy and pass on The Last Green Valley!**

**Sign up for a partnership online at [thelastgreenvalley.org](http://thelastgreenvalley.org)**

**or**

**Fill out the enclosed forms.**

**Deadline to be included in the 2020 Explore Guide – Jan. 31**

***Business and Nonprofit Partners can take advantage of special advertising savings!***

P 860-774-3300 E [mail@tlgv.org](mailto:mail@tlgv.org) [thelastgreenvalley.org](http://thelastgreenvalley.org)

203B Main Street (2<sup>nd</sup> floor), P.O. Box 29, Danielson, CT 06239-0029 P.O. Box 186, Southbridge, MA 01550



**1) Please provide your information to be listed in print and online:**

Name of Business/Farm/Non-profit: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web: \_\_\_\_\_

Optional: List additional locations/addresses:

\_\_\_\_\_  
\_\_\_\_\_

**Best way to contact you (will not be publicized):**

Name of Contact Person: \_\_\_\_\_

Address if different: \_\_\_\_\_

Email if different: \_\_\_\_\_

Phone if different: \_\_\_\_\_

**2) Choose BASIC or ENHANCED Partnership level of support:**

(Please note: multi-year partners will still have the opportunity to update their listing each year)

**ONE-YEAR BASIC** - ☐ **\$100 BASIC** Business Partnership or ☐ **\$50 BASIC** Farm & Non-profit 501(c) Partnership

**NEW TWO-YEAR BASIC - SAVE 10%** ☐ **\$180 BASIC** Business Partnership or ☐ **\$90 BASIC** Farm & Non-profit 501(c) Partnership

**NEW THREE-YEAR BASIC - SAVE 20%** ☐ **\$240 BASIC** Business Partnership or ☐ **\$120 BASIC** Farm & Non-profit 501(c) Partnership

**ONE-YEAR ENHANCED** - ☐ **\$250 ENHANCED** Business Partnership or ☐ **\$100 ENHANCED** Farm & Non-profit 501(c) Partnership

**NEW TWO-YEAR ENHANCED - SAVE 10%** ☐ **\$450 ENHANCED** Business Partnership or ☐ **\$180 ENHANCED** Farm & Non-profit 501(c) Partnership

**NEW THREE-YEAR ENHANCED - SAVE 20%** ☐ **\$600 ENHANCED** Business Partnership or ☐ **\$240 ENHANCED** Farm & Non-profit 501(c) Partnership

**If you chose the ENHANCED level, please include a description** of your business/farm/non-profit for publication and send an electronic version of your logo to Fran@tlgv.org. Fifty (50) word limit please:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**3) Choose your categories: Basic Partner Choose Two, Enhanced Partner Choose 4.**

(Add even more categories for an extra fee of \$20 each.)

- ☐ Accommodations ☐ Astronomy/Night Sky ☐ Bicycling/Mountain Biking  
☐ Boating/Fishing ☐ Camping/Camps for Kids ☐ Chambers/Economic Development ☐ Disc Golf ☐ Education ☐ Farms/Orchards/Nurseries  
☐ Health & Wellness ☐ Hiking/Walking/Running Trails ☐ Horseback Riding/Camping ☐ Hunting  
☐ Labyrinths/Mazes ☐ Letterboxing/Geocaching ☐ Museums/Historic Sites ☐ Non-profits ☐ Outdoor Activities/Sites ☐ Paddling ☐ Retail – Arts/Antiques/Uniques ☐ Scenic Overlooks/Views ☐ Service Businesses ☐ Skate Parks ☐ Swimming/Scuba Diving ☐ Tastes & Sips ☐ Theaters/Entertainment  
☐ Weddings ☐ Winter Activities

**4) Payment for your choice(s):**

Partnership Level \_\_\_\_\_ \$ \_\_\_\_\_

Additional Listing Categories @ \$20 each \$ \_\_\_\_\_

Yes! Add my tax-deductible donation to help support TLGV's work \$ \_\_\_\_\_

**Total Amount Due** \$ \_\_\_\_\_

**5) Payment Method:**

- ☐ Please bill me  
☐ Check enclosed (Please make check payable to: The Last Green Valley, Inc.)  
☐ Charge my credit card (You may also call the office to provide your credit card info)

MC VISA AMEX Name on Card: \_\_\_\_\_

Credit card #: \_\_\_\_\_

Expiration date (month/year): \_\_\_\_\_ Billing address zip code: \_\_\_\_\_

Contract terms: 1) The Last Green Valley, Inc. (TLGV) agrees to print the listing described on this contract for the partner listed at the stated price. No verbal contract will be recognized. 2) TLGV reserves the right to reject any listing and/or advertising and will make final editorial and placement decisions. 3) Partners and advertisers assume responsibility and liability for all claims against TLGV arising from printed content of advertising. 4) All rates are net. 5) All payments must be received prior to Jan. 31, 2020 or listing will be omitted. 6) Please fax, email, or mail completed contract to: The Last Green Valley, P.O. Box 29, Danielson, CT 06239. Fax# 860-774-8543. Please call 860-774-3300 or email [fran@tlgv.org](mailto:fran@tlgv.org) with any questions.

**6) Authorized Signature:** \_\_\_\_\_

Please print name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**All submissions will receive confirmation within one week of receipt. Please call 860-774-3300 if you do not hear from us in that time. Thanks very much!**



## 2020 Explore! and Walktober Advertising Opportunities

**Explore! – A Great Option for Maximum Visibility – 25,000 Copies Distributed Annually**

*Deadline to Reserve Space is Feb. 21, 2020. Full-color, publication ready ad copy due March 1, 2020.*

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

☐ \$1,200 Premium Position - Full page ad inside front or back cover – call to reserve!

☐ \$ 840 = 30% savings for TLGV Partners

<input type="checkbox"/> \$1,000 Full page 4.5" w x 7.5"h	<input type="checkbox"/> \$500 ½ page V 2.125" w x 7.5"h	<input type="checkbox"/> \$500 ½ page H 4.5" w x 3.625"h	<input type="checkbox"/> \$300 ¼ page V 2.125" w x 3.625"h	<input type="checkbox"/> \$300 ¼ page H 4.5" w x 1.75"h
--	---	---	---	--

**30% savings for TLGV Partners:**

☐ \$ 700

☐ \$350

☐ \$350

☐ \$210

☐ \$210

**Walktober - Get a Jump on the Competition – 15,000 Copies Distributed Annually**

*Deadline to Reserve Space is May 29, 2020. Full-color, publication ready ad copy due June 8, 2020.*

Page size is 11" wide/horizontal x 8.5" high/vertical

☐ \$1,000 Premium Position - Full page ad inside back cover – call to reserve!

☐ \$ 700 = 30% savings for TLGV Partners

<input type="checkbox"/> \$800 Full page 10.5" w x 8" h	<input type="checkbox"/> \$500 Half page 5.25" w x 8"h	<input type="checkbox"/> \$250 Quarter page 5.25" w x 4" h	<input type="checkbox"/> \$200 Eighth page 4" w x 2.5"h
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**30% savings for TLGV Partners:**

☐ \$560

☐ \$350

☐ \$175

☐ \$140

**NEW SIZE**

**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 Fran at [Fran@tlgv.org](mailto:Fran@tlgv.org) today to reserve your space and complete and return the Advertising Agreement!**



## Advertising Agreement

**Business Name:** \_\_\_\_\_

**Contact/Owner Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Town:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

### **Explore! Price in Red reflects 30% discount for TLGV Partners**

Full page ad inside front or back cover,

OR first right-hand page

☐ \$1,200 ☐ \$ 840

Full page ☐ \$1,000 ☐ \$ 700

Half page ☐ \$ 500 ☐ \$ 350

Quarter page ☐ \$ 300 ☐ \$ 210

### **Walktober Price in Red reflects 30% discount for TLGV Partners**

Full page ad inside front or back cover ☐ \$1,000 ☐ \$ 700

Full page ☐ \$ 800 ☐ \$ 560

Half page ☐ \$ 500 ☐ \$ 350

Quarter page ☐ \$ 250 ☐ \$ 175

Eighth page ☐ \$ 200 ☐ \$ 140

### **Payment Method:**

☐ Please bill me. ☐ Check enclosed (Please make check payable to: The Last Green Valley, Inc.).

☐ Charge my credit card (You may also call the office to provide your credit card info).

MC VISA AMEX Name on Card: \_\_\_\_\_

Credit card #: \_\_\_\_\_

Expiration date (month/year): \_\_\_\_\_ Billing address zip code: \_\_\_\_\_

Contract terms: The Last Green Valley, Inc. (TLGV) agrees to print the advertisement described on this contract for the partner listed at the stated price. No verbal contract will be recognized. TLGV reserves the right to reject any listing and/or advertising and will make final editorial and placement decisions. Partners and advertisers assume responsibility and liability for all claims against TLGV arising from printed content of advertising. All rates are net. Payments for Explore! ads must be received prior to March 1, 2020 or ad will be omitted. Payments for Walktober ads must be received prior to June 8, 2020 or ad will be omitted. Please fax, email, or mail completed contract to: The Last Green Valley, P.O. Box 29, Danielson, CT 06239. Fax# 860-774-8543. Please call 860-774-3300 or email: [Fran@tlgv.org](mailto:Fran@tlgv.org) with any questions.

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please print name: \_\_\_\_\_ Title: \_\_\_\_\_

**All submissions will be confirmed within one week of receipt. Please call if you do not hear from us within that time!**

P 860-774-3300 E [mail@tlgv.org](mailto:mail@tlgv.org) [thelastgreenvalley.org](http://thelastgreenvalley.org)  
203B Main Street (2<sup>nd</sup> floor), P.O. Box 29, Danielson, CT 06239-0029

# Page Break



# STA - Post Event Evaluation

As a recipient of STA funding, you are required to complete the following post funding evaluation form. This is intended to provide the STA with perspective on your event and ensure that the STA funds were used in a manner that supported its intended mission.

Future funding opportunities are contingent upon you completed and returning this form to the Sturbridge Tourist Association. Depending upon the nature of your event, the STA may request that you or a member of your organization be present at an STA meeting to discuss your findings.

\* Required

1. Email address \*

---

2. Organization Name: \*

---

3. Point of Contact (name, title, email, & phone number) \*

---

4. Name of project or event \*

---

5. Event Information (location, date(s), time(s)) if applicable

---

6. Total funds requested by applicant \*

---

7. Total funds allocated by STA \*

---

8. Total funds spent by applicant \*

---

9. Have all the bills been paid? \*

*Mark only one oval.*

☐ Yes

☐ No

**10. Briefly describe your project or event**

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**11. How was the STA funding intended to help your project?**

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**12. Please describe how you measured the success of your project? Did you meet those goals? Why or why not?**

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**13. Knowing what you know now, would you change how you approached your project or event next time? If so how?**

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**14. How was your experience working with the STA? Is there anything that we can do differently to better serve your needs?**

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**15. Do you have any other comments or suggestions for the STA?**

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16. **Will you seek funding from the STA in the future? \***

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Maybe

☐ Send me a copy of my responses.

---

Powered by





Published on *Sturbridge MA* (<https://www.sturbridge.gov>)

[Home](#) > [Government](#) > [Sturbridge Tourist Association](#) > Post Event Evaluation

## Post Event Evaluation

As a recipient of STA funding, you are required to complete the following post event evaluation form. This is intended to provide the STA with perspective on your event and ensure that the STA funds were used in a manner that supported its intended mission.

Future funding opportunities are contingent upon you completing and returning this form to the Sturbridge Tourist Association. Depending upon the nature of your event, the STA may request that you or a member of your organization be present at an STA meeting to discuss your findings.

**Point of Contact \***

**Contact Email \***

**Organization \***

**Name of project or event \***

**Event information (if applicable)**

Location? Dates? Times? etc.

**Total funds requested by applicant \***

**Total funds approved by STA \***

**Total funds spent by applicant? \***

**Have all bills for the project or event been paid? \***

☐ Yes

☐ No

**Briefly describe your project or event \***

**How was the STA funding intended to help your project? \***

**Please describe how you measured the success of your project? Did you meet that goal? Why/Why not? \***

**Knowing what you know now, would you change how you approached your project or event next time? If so how? \***

**Do you have any other comments or suggestions for the STA? \***

**Will you seek funding from the STA in the future? \***

- ☐ Yes
- ☐ No
- ☐ Maybe

Submit

**Source URL:** <https://www.sturbridge.gov/sturbridge-tourist-association/webforms/post-event-evaluation>

# Sturbridge Tourist Association - Funding Application

This is the funding application for the Sturbridge Tourist Association. Please answer each section completely and with as much detail as possible.

Questions can be directed to the Economic Development and Tourism Coordinator at (508) 347-2500 ext. 1411.

**\* Required**

**1. Email address \***

---

**2. Name**

---

**3. Organization**

---

**4. Please identify what type of organization you represent**

*Mark only one oval.*

☐

For profit

☐

Nonprofit

☐

Government

☐

Private citizen / volunteers

☐

Other: 

---

**5. Phone Number**

---

**6. Before continuing please read and review the STA's Funding Request Policy (found here: [https://www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta\\_funding\\_policy-09132018.pdf](https://www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta_funding_policy-09132018.pdf)) and then click the box confirming you have read and agree to said policy. \***

*Check all that apply.*

☐

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

**7. The STA receives funding requests from numerous applicants and has limited funding. As such your request may or may not be allocated in full or in part. The STA will make that determination based on their funding policies (see above) and available funding. Please check below indicating that you understand that this is a possibility and that funding may or may not be allocated for your application. \***

*Check all that apply.*

☐

I acknowledge and understand the above statement.

## Funding Information

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

**8. Please provide a detailed explanation of why you are seeking funding from the STA?**

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**9. Funding amount requested \***

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**10. Provide a detailed explanation of what your funding will be spent on. Be specific. Generalizations like "marketing" or "entertainment" are not acceptable. \***

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**11. Provide a COMPLETE budget for your application amount. Be specific and ensure that your totals add up correctly. \***

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**12. How will this proposal engage with the general public? \***

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**13. What is the estimated economic impact to Sturbridge? The STA is particularly interested in the numbers of hotel rooms sold, the tax revenue collected from those room sales, the number of local businesses utilized and the guaranteed revenues they received based on agreed upon contracts (Example 1: 100 room nights at \$100/room \* 6% sales tax = ~\$9,400 for hotel and ~\$600 for Sturbridge; Example 2: \$2,000 contract with Sturbridge restaurant for catering an event). \***

---

14. Are you expecting to make any revenues from this project? \*

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

15. If "Yes" or "Maybe," where will/might those revenues go? \*

---

16. If this is for an event, please provide the date/times for the event, as well as its location(s).

---

17. If this is for an event, how are you marketing said event? Be specific.

---

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18. Will this project draw visitors to Sturbridge? If so how can you be sure? Please note, a "visitor" is defined by the Massachusetts Office of Travel and Tourism (MOTT) as someone who (A) travels over 50 miles and/or (B) stays overnight. \*

---

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19. If the project is drawing a majority of its patrons from less than 50 miles/patrons don't stay overnight (i.e. not a "visitor" by MOTT's definition), please explain how it supports Sturbridge. \*

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20. Is there anything else that you feel is important for the STA to consider for your application?

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## Review and Submit

## Additional Requirements

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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.

Within sixty (60) days of the conclusion of the project, the STA expects that the applicant shall submit a Post Event Evaluation to the Committee summarizing the outcome of said project.

21. **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. \***

*Check all that apply.*

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

A copy of your responses will be emailed to the address you provided



Published on *Sturbridge MA* (<https://www.sturbridge.gov>)

[Home](#) > [Government](#) > [Sturbridge Tourist Association](#) > STA Funding Application

## STA Funding Application

### Overview

This is the funding application for the Sturbridge Tourist Association. Please answer each section completely and with as much detail as possible. Before you begin your application, please read the STA's funding policies ([click here](#)). If funded it is expected that the recipient shall follow and adhere to all of the STA's policies.

You will have an opportunity to review your proposal before you submit it. Once submitted you shall receive confirmation it was received; you will be contacted by Town Staff shortly thereafter with instructions on next steps.

Questions regarding this process can be directed to the [Economic Development and Tourism Coordinator](#) at (508) 347-2500 ext. 1411.

### Additional Requirements

In addition to completing the application, please be aware of the following requirements from the STA.

- 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.
- Within sixty (60) days of the conclusion of the project, the STA expects that the applicant shall submit a Post Event Evaluation to the Committee summarizing the outcome of said project.

#### Organization \*

#### Point of Contact \*

#### Contact Email \*

**Contact Phone Number \***

**Please identify what type of organization you represent \***

- ☐ For profit
- ☐ Nonprofit
- ☐ Government
- ☐ Private citizen / volunteer group
- ☐ Other

**Name of Event (if applicable)**

**Date and times for event (if applicable)**

**Location of Event (if applicable)**

**Please provide a detailed explanation of your proposal. \***

**Funding amount requested \***

**Provide a complete budget for your proposal. Be specific. \***

Provide a detailed breakdown of what your funding will be spent on. Generalizations like 'marketing' or 'entertainment' are not acceptable.

**How will this proposal engage with the general public? \***

**What is the economic impact to Sturbridge? \***

The STA is particularly interested in the numbers of hotel rooms sold, the tax revenue collected from those room sales, the number of local businesses utilized and the guaranteed revenues they received based on agreed upon

contracts (Example 1: 100 room nights at \$100/room \* 6% sales tax = ~\$9,400 for hotel and ~\$600 for Sturbridge; Example 2: \$2,000 contract with Sturbridge restaurant for catering an event).

**Are you expecting to make any revenues from this project? \***

- ☐ Yes
- ☐ No
- ☐ Maybe

**If 'yes' or 'maybe,' where will/might those revenues go? \***

**Do you anticipate that a majority of the participants will be 'visitors' to Sturbridge? See description. \***

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Not applicable

According to the Massachusetts Office of Travel and Tourism (MOTT), a visitor is described as someone who travels 50+ miles to attend your event OR stay overnight. This is the STA's definition of a 'tourist.'

**If a majority of the event's participants are not 'visitors' by the above definition, how will it support tourism in Sturbridge?**

**Is there anything else that you feel is important for the STA to know? \***

**Have you reviewed the STA policies linked above? \***

- ☐ Yes
- ☐ No

**Please review the STA's right to alter funding requests. See description below. \***

The STA receives funding requests from numerous applicants and has limited funding. As such your request may or may not be allocated in full or in part. The STA will make that determination based on their funding policies (see above) and available funding. Please check below indicating that you understand that this is a possibility and that funding may or may not be allocated for your application.

- ☐ I acknowledge and understand the above statement.

**Application Certification. See description below. \***

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.

Preview

**Source URL:** <https://www.sturbridge.gov/sturbridge-tourist-association/webforms/sta-funding-application>

# Page Break

Timely I can log on Please place the \$19 on STA agenda.

Thanks

Tom C

----- Forwarded message -----

From: **American Trails** <[trailhead@americantrails.org](mailto:trailhead@americantrails.org)>

Date: Mon, Jan 6, 2020 at 9:04 AM

Subject: JANUARY WEBINAR: From Trail Maps to Trail Apps - Connecting with Visitors via Mobile Devices

To: <[tchamberland301@gmail.com](mailto:tchamberland301@gmail.com)>

Having trouble viewing this email? [Click here](#)



**Title:** From Trail Maps to Trail Apps - Connecting with Visitors via Mobile Devices

**Date:** Thursday, January 23, 2020

**Time:** 10:00am-11:30am Pacific (1:00pm-2:30pm Eastern)

**Price:** \$19 members/\$39 nonmembers

**Learning credits:** Included in registration fee ([learn more](#))

Register for the live event

#### Webinar Details

Most organizations actively communicate with their visitors through traditional channels such as newsletters, websites, and social media, but most are missing out on increasing visitor engagement and safety where most visitors already are, mobile devices! Modern, agency driven mobile apps allow organizations to leverage this important new communication channel while also empowering trails users to safely enjoy their public lands by taking advantage of offline maps and wayfinding.

Learn more about the webinar, learning objectives, and presenters [here](#).

#### Webinar Presenters

- **Ryan Branciforte**, Co-Founder and CEO, OuterSpatial

- **Zachary T. Likins**, Trail Planner, Los Angeles County Parks and Recreation Department, CA
- **Michelle O'Connor**, Trails Planning Section Head, Los Angeles County Parks and Recreation Department, CA

### Webinar Questions

Feel free to [send your questions](#) to the presenters prior to the webinar as we have saved time for questions and answers (Q&A) at the end.

## Learning Credits - Closed Captioning - Recording

### LEARNING CREDITS

American Trails is proud to be a certified provider of the following learning credits and continuing education opportunities:

- American Institute of Certified Planners Continuing Maintenance ([AICP CM](#))
- Landscape Architecture Continuing Education System ([LA CES PDH](#))
- National Recreation and Park Association ([NRPA](#)) CEU equivalency petition

Learning credits are included in the registration fee. **For our free webinars, learning credits can be purchased via our online store [here](#).** This webinar will earn the following credits: AICP (1.5 CM), LA CES (1.5 PDH), and NRPA CEU equivalency petition (0.10 CEU).

When registering for the webinar, select the credits that you need from the drop down menu. American Trails will follow up with you post webinar with more details.

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# Page Break



# Town of Sturbridge

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

Date: 21 January 2020  
To: Sturbridge Tourist Association  
Subject: Restaurant Week

## Overview & Findings

As requested at the 17 December meeting of the STA, I have examined different restaurant weeks in the region to see how such an event could occur in Sturbridge. The following communities were reviewed:

- 1) Boston
- 2) Maine (statewide)
- 3) Nantucket
- 4) New York City
- 5) Newport
- 6) Portsmouth
- 7) Providence
- 8) Salem
- 9) Sturbridge (via Chamber of Commerce)
- 10) West Hartford
- 11) Worcester

In each case, these communities<sup>1</sup> would organize these events by recruiting restaurants to offer fixed price menus with a set course number (2-5 price dependent). These restaurants would offer lunch and/or dinner menus and they would price their menus between \$12 - \$26 for lunch and \$20 - \$50+ for dinner. All followed this basic formula for their restaurant weeks including Sturbridge in years past.

Restaurant participation varied based on the city in question. For example, Salem has only 10 restaurants participate, West Hartford 19, Providence 20, Portsmouth 40, and New York City has over 300. When Sturbridge last held its last restaurant week, the Chamber was only able to get six Sturbridge restaurants to participate, with two non-Sturbridge restaurants also participating.

## Suggestions

The commonly followed model of the aforementioned cities will not work in Sturbridge. Past restaurant weeks have shown limited interest from Sturbridge restaurants. If the goal is to get people to frequent *all* restaurants in Town, the price points are set too high to capture many of the restaurants here in Town. This omits dozens of locations which could offer their own unique menu items.

<sup>1</sup> Different groups would organize these events including towns/cities, economic development organizations, Chambers of Commerce, etc.

Therefore I make the following suggestions that *may* allow a restaurant week to work in Sturbridge. Some of these items may not work well with others, while others could be paired together. These are merely broad suggestions for the members consideration. They are listed in no particular order.

- **Theme Menu** – Rather than requiring to participants work with a fixed price, ask restaurateurs to use a specific item in their cooking. For example, ask that participating restaurants find a unique way to incorporate pumpkin into their menus.
- **Prizes** – Turn restaurant week into a competition, similar to what the members discussed at the last STA meeting, whereby restaurants compete for patrons. The winner could be awarded a marketing grant similar, but smaller, to the business of the year winners. Awards could be given out for best breakfast, lunch, and dinner based on the size of the restaurant.
- **New Menus** – For the week of the event, simply ask participants to test new menu items. Do not require them to do anything else but put something new on the menu during that week; they should also be allowed to price the menus as they deem appropriate.
- **Restaurant Weekend** – Turn the weeklong event into something shorter and more manageable. Fewer days means lower cost for the restaurants while still allowing them to experiment with the menu.
- **Tie In** – Link a restaurant week with some other major event in Town. For example timing the event to Christmas by Candlelight at OSV.
- **Restaurant Week with No Draw** – Rather than encouraging restaurants to come up with new menus or pricing, the STA could just do a major publicity push to encourage people to come to Sturbridge. Highlight all the diversity of Sturbridge; if restaurants want to do new menus during that week it can be promoted in that advertisement as well.

As was said above these are just suggestions for how a restaurant week could work in Sturbridge. Regardless of the path chosen, it will be *critical* that a *significant number* of the restaurateurs in town be onboard with this program. The goal should be to get the smaller facilities that have lower priced menus support this event, as they can draw crowds and other audiences that the higher priced facilities cannot.

If this is something that the STA wishes to pursue in 2020, I would recommend selecting a timeframe as soon as possible. Members should consider some time to onboard local restaurateurs, time to promote the event (ideally these two do not occur entirely concurrently), and staff time. I would recommend a minimum of three months lead time to adequately prepare, promote and hold this event.

- [Sign Up](#)
- [Sign In](#)

#### [Chamber of Central Mass South Online](#)

- [Home](#)
- [About](#)
- [Membership](#)
- [News and Events](#)
- [Our Region](#)
- [For Members](#)
- [CMS Referral Group](#)
- [My Page](#)
- [Photos](#)
- [Forum](#)
- [Marketing For Members](#)
- [JOB FAIR](#)
- [Golf Classic](#)
- [Restaurant Week](#)
- [Harvest Festival](#)
- [M2M Discounts](#)
- [24/7 Training](#)
- [Resources](#)
- [2019 Regional Guide](#)
- [For Visitors](#)

## Restaurant Week



### RESTAURANT WEEK 2016

April 12-17

**YOU ENJOYED RESTAURANT WEEK!**

**Thank you for your support!**

**APRIL 11-17, 2016**



**WE HOPE**

One of the region's most anticipated culinary events returns this April. A great selection of the area's finest restaurants will be offering 3-course menus for a fixed price of **\$15 for lunch and \$25 for dinner**, in addition to their regular menus during Restaurant Week 2016. Celebrate spring and another grand season of dining out! Pick your favorites and discover something new and quite delicious right around the corner!

**KEEP IT LOCAL!** Restaurants may offer a LOCALLY GROWN menu option at a price of their choosing. Try something locally grown and raised!



**VISIT** the 2016 participating establishments' websites. See the special prix fixe menus (PDF files) for Restaurant Week by clicking on the menu links below each one! You will find two options for appetizers, entrees and desserts for each venue.\* Start making your plans for a week of culinary delights!

**\*PLEASE NOTE** Due to their hours of operation, some restaurants will ONLY offer Dinner during RESTAURANT WEEK. Check the hours on the menus and feel free to call ahead. Restaurant Week offers are not valid with Groupons or any other offer.

**RESTAURANT WEEK** opens on **Monday, April 11 at The Duck, The Oxhead Tavern, The Publick House & Zorba's**. The remaining venues are closed on Mondays and will offer Restaurant Week specials beginning on Tuesday, April 12.

You can make reservations by following the links to the restaurants. Call them or use their online reservation services!

### 2016 Participating Restaurants



[Avellino \(dinner only\)](#)

[menu](#)



[Cedar Street Grille](#)

[menu](#)



[The Duck](#)

[menu](#)



[Fins & Tales \(dinner only\)](#)

[menu](#)



[The OxHead Tavern](#)

[menu](#)



[The Publick House Historic Inn](#)

[menu](#)



[Sturbridge Seafood](#)

[menu](#)



[Zorba's Pizzeria & Tavern, Charlton](#)

[menu](#)

***Bon appétit!***

**Wine, Dine and... WIN!**

**Enter the Restaurant Week Raffle Each Time You Dine Out!**

Each time you dine out during RESTAURANT WEEK you can enter our raffle for a chance to win great prizes from generous Chamber businesses! **The more you dine out, the more chances you have to WIN!**

Ask your server for details.

**Restaurant Week Raffle Prize Packs!**

Thank you to these generous businesses for donating to our Raffle!

**Package #1**

An Overnight Stay at [Southbridge Hotel & Conference Center](#)

A Gift Certificate to [Fins & Tales](#)

**Package #2**

An Overnight Stay at [Old Sturbridge Inn & Reeder Family Lodges](#)

A Gift Certificate to [Table 3 Restaurants](#)

**Package #3**

An Overnight Stay at [Comfort Inn & Suites Colonial](#)

Certificate for a 3-Course Dinner for Two at [The Publick House Historic Inn](#)

**Package #4**

An Overnight Stay at [The Publick House Historic Inn](#)

A Gift Certificate to [Table 3 Restaurants](#)

**Package #5**

A Gift Certificate to [B.T.'s Smokehouse](#)

A Gift Certificate to [Klem's](#)

**Package #6**

A Gift Certificate to [B.T.'s Smokehouse](#)

**Package #7**

A Gift Certificate to [Zorba's Pizzeria & Tavern](#)

**RESTAURANT WEEK 2016 is sponsored by:**



**STURBRIDGE TOURIST  
ASSOCIATION**

[Share](#)

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[Facebook](#)



The Publick House Historic Inn  
277 Main Street, Sturbridge, MA  
(508) 347-7323  
www.PublickHouse.com

**Hours: Mon-Sun 11:30am – 9pm**

**The Sturbridge Townships  
RESTAURANT WEEK PRIX FIXE MENU**

**LUNCH ~ \$15**

**APPETIZERS**

**1st  
Spring Vegetable Pistou**

**2nd  
Hearts of Palm and Frisee Salad**

**ENTRÉES**

**1st  
Canadian Meat Pie**

**2nd  
Leek, Tomato & Goat Cheese Tart**

**DESSERTS**

**1st  
Strawberry Rhubarb Cobbler**

**2nd  
Publick House Maple Walnut Torte**

**DINNER ~ \$25**

**APPETIZERS**

**1st  
Spring Vegetable Pistou**

**2nd  
Hearts of Palm and Frisee Salad**

**ENTRÉES**

**1st  
Poached Salmon & Mushroom Ragout**

**2nd  
Grilled Chicken with Roasted Potatoes  
& Brussel Sprouts**

**DESSERTS**

**1st  
Strawberry Rhubarb Cobbler**

**2nd  
Publick House Maple Walnut Torte**



2016 RESTAURANT WEEK Participating Restaurants include:

Avellino, Cedar Street Grille, The Duck, Fins & Tales, The OxHead Tavern, The Publick House, Sturbridge Seafood, and Zorba's Pizzeria & Tavern.

-OFFER CANNOT BE COMBINED WITH ANY OTHER OFFER-





Oxhead Tavern  
366 Main Street  
Sturbridge, MA 01566  
(508) 347-7393  
[www.sturbridgehosthotel.com](http://www.sturbridgehosthotel.com)

**Mon—Thurs: 11 am to 9pm; Fri-Sat: 11am to 10pm, Sunday Noon to 9pm**

**The Sturbridge Townships  
RESTAURANT WEEK PRIX FIXE MENU**

**LUNCH ~ \$15**

**APPETIZERS**

**1st**

**New England Clam Chowder**

Classic, creamy house made Chowder

**2nd**

**Sturbridge Salad**

House mixed greens tossed with raspberry vinaigrette  
& garnished with candied walnuts, dried cranberries  
and Gorgonzola cheese

**ENTRÉES**

**1st**

**Oxhead Panini**

House roasted turkey, stuffing & cranberry sauce  
grilled on ciabatta bread, served with fries

**2nd**

**Marinated Flank Steak Sandwich**

Herb marinated grilled flank steak served open faced  
on garlic toast with gorgonzola mushrooms & fries

**DESSERTS**

**1st Lemon Mascarpone Cake**

**2nd Brownie Sundae**

**DINNER ~ \$25**

**APPETIZERS**

**1st**

**Chicken & Spinach Cakes**

Ground chicken, bacon & spinach cakes fried and  
served with a creamy mushroom sauce

**2nd**

**New England Clam Chowder**

Classic, creamy house made Chowder

**ENTRÉES**

**1st**

**Roasted Turkey Dinner**

Roast native turkey served with sausage & sage  
stuffing, pan gravy & cranberry chutney

**2nd**

**Parmesan Crusted Salmon**

Fresh Norwegian salmon fillet pan roasted with a  
spinach & parmesan crust.

**DESSERTS**

**1st Lemon Mascarpone Cake**

**2nd Boston Cream Pie**

2016 RESTAURANT WEEK Participating Restaurants include:

Avellino, Cedar Street Grille, The Duck, Fins & Tales, The OxHead Tavern, The Publick House, Sturbridge Seafood, and Zorba's Pizzeria & Tavern.

-OFFER CANNOT BE COMBINED WITH ANY OTHER OFFER-



Sturbridge Seafood  
376 Main Street  
Sturbridge, MA 01566  
(508) 347-2600  
www.sturbridgeseafood.com

**Hours: Tuesday-Sunday 11am to Closing**

**The Sturbridge Townships**  
**RESTAURANT WEEK PRIX FIXE MENU**

**LUNCH ~ \$15**

**APPETIZERS**

**1st**  
**Chowder**

**2nd**  
**Mussels**

**ENTRÉES**

**1st**  
**Fish & Chips**

**2nd**  
**Fish Tacos**

**DESSERTS**

**1st**  
**Chef's Choice #1**

**2nd**  
**Chef's Choice #2**

**DINNER ~ \$25**

**APPETIZERS**

**1st**  
**Chowder**

**2nd**  
**Calamari**

**ENTRÉES**

**1st**  
**Salmon**

**2nd**  
**Fish & Chips**

**DESSERTS**

**1st**  
**Chef's Choice #1**

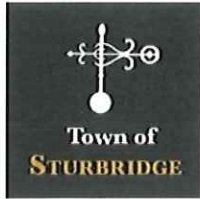
**2nd**  
**Chef's Choice #2**



2016 RESTAURANT WEEK Participating Restaurants include:

Avellino, Cedar Street Grille, The Duck, Fins & Tales, The OxHead Tavern, The Publick House, Sturbridge Seafood, and Zorba's Pizzeria & Tavern.

-OFFER CANNOT BE COMBINED WITH ANY OTHER OFFER-



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A. 

Date: 21 January 2020  
To: Sturbridge Tourist Association  
Subject: EDTC Monthly Update – January 2020

---

Below is my monthly update for January 2020. Greater detail on any of the items below can be provided upon request. The items listed below are in no particular order.

## Branding and Marketing Update

STA Chair Amedy and I held a conference call with Open the Door President Chris Pappas on 15 January 2020. Her update has been provided elsewhere in this meeting packet. Open the Door will attend the next meeting of the STA on 12 February 2020 for a formal update to the STA.

## Economic Development Forum – 13 February 2020

The Town of Sturbridge is hosting an Economic Development Forum on Thursday, 13 February 2020 at 6 pm. The forum is open to all members of the public and local business leaders. At the Forum on 13 February, the consultant will share their preliminary findings from the local surveys and economic development assessment. It will also be an opportunity for the public, both businesspeople and residents, to ask questions and comment upon future economic development needs and priorities in Sturbridge. The forum is open to all.

## Business Breakfast – 3 March 2020

I have tentatively scheduled the next business breakfast for Tuesday, 3 March 2020. This time the meeting will be hosted at Cornerstone Bank on Route 20 in Sturbridge. The topic for this meeting will be cybersecurity and will be led by our town's CERT Team Leader and cybersecurity expert Dave Demings. We will begin promoting this event at the end of the month.

## Business Class – Chokesaver – 18 February 2020

In coordination with the Board of Health and the Fire Department, the Town will host two Chokesaver trainings for Sturbridge businesses on 18 February 2020. To date we have a nearly full roster for one of the two classes.

## Business of the Year – Awards Process

All winners have been contacted and provided all of the information necessary to access their grant funding. Over the past month I also procured plaques for each winner that will be presented to the winners on 22 January 2020 at the Board of Selectmen meeting.

### TIF – New England Cold

The Town has been approached by New England Cold for a tax incentive to be applied to their project at 6 Picker Road for a 63,000 sq. ft. refrigeration facility. Staff are currently working with the company to meet local and state requirements to apply for tax incentives.

### New Town Forms

In an effort to better promote the fantastic businesses that we have here in Sturbridge, we have developed new forms to help businesses share information with the Town.

#### *Submission form for Business Directory*

This form is an opportunity for businesses to share their contact information and a brief summary of their business. The Town will then maintain this list on its website as another location to promote Sturbridge businesses to the general public.

#### *Event Submission*

This form is a location where businesses can share events with the Town that they would like help promoting. The Town will then share these events on its social media pages, its monthly newsletter and with its regional partners.

### Newsletters

Business - [www.sturbridge.gov/businesses/news/business-newsletter-january-2020](http://www.sturbridge.gov/businesses/news/business-newsletter-january-2020)

Event - [www.sturbridge.gov/visitors/news/event-newsletter-january-2020](http://www.sturbridge.gov/visitors/news/event-newsletter-january-2020)

### Meetings

I have attended the following meetings over the past month:

- Met with **Alix McNitt, Chamber of Commerce** on 8 January 2020
- Met with **Rosemary Scrivens, Southbridge Economic Development** on 14 January 2020
- Attended **Discover Central MA's Board of Directors meeting** on 15 January 2020
- Met with **MassDevelopment and Massachusetts Office of Business Development** officials on 16 January 2020

### Goals

I have attached to this memo my goals for 2020.





# Town of Sturbridge

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

Date: 21 January 2020

To: Sturbridge Tourist Association; Jeff Bridges, Town Administrator

Subject: Economic Development – 2020 Goals

Below are the goals that I have set for this office in 2020. These have been formulated based on input from supervisors as well as my own personal objectives.

The goals are in no particular order.

## 1) Implement year one findings from the branding and marketing report conducted by Open the Door, Inc.

### Summary

The STA is investing approximately \$60,000 in FY 2020 to develop a town brand and a subsequent three year marketing strategy. The purpose of this report is to provide the STA with the guidance necessary to identify the town's tourism audiences, and then market directly to those consumers. The end product from Open the Door (OTD) is expected to have a three year plan for the Town to market to those consumers. I will follow OTD's guidance and implement those marketing plans.

### Action Steps

- 1) Support Open the Door as they complete their reports (anticipated winter/early spring 2020);
- 2) Rollout initial recommendations of OTD using the STA's remaining FY 2020 funding;
- 3) Continue implementing marketing recommendations of OTD through end of CY 2020 using STA FY 2021 funding.

## 2) Begin work to update Chapter 4, Economic Development, of the Town's Master Plan using the reports published by consultants in FY 2021.

### Summary

In 2011 the Town adopted its latest iteration of the Master Plan. Since that time most chapters of the plan have been updated to reflected changes in the community. Unfortunately the economic development chapter has not seen such an update.

Thankfully though the Town has hired two consultants, Open the Door and McCabe Enterprises, for projects in FY 2020 that can provide the background and comparative data necessary for the proposed update. My office shall work with the Town Planner and the Planning Board to make those updates.

### **Action Steps**

- 1) Support both consultants as they finalize their reports;
- 2) Review and redline the current version of the economic development chapter of the Master Plan;
- 3) Coordinate with the Town Planner and the Planning Board to re-write and adopt the revised version of the economic development chapter.

### **3) Support the implementation of a façade improvement program for Sturbridge Businesses (only if funded by Betterment Committee).**

#### **Summary**

It has been noted that some business facades in Sturbridge are in need of updates. In an effort to encourage business leader in town to update their buildings, I am proposing a pilot program that would fund a \$10,000 façade improvement program. This would provide business leaders with up to \$2,000 in a reimbursable grant to make exterior improvements to their business. The hope is that by improving the façades of these buildings, it will encourage more walkability in our commercial corridors and lead to more patronage of those businesses.

That said this goal is contingent upon funding from the Betterment Committee. If this funding is not received, then this 2020 goal should evolve to identify realistic alternate sources of funding and should be delayed until FY 2022.

### **Action Steps**

- 1) Advocate for the program to the Betterment Committee;
- 2) (if supported by Betterment) Form a Façade Improvement Review Committee (FIRC) and develop policies/an application for implementation at the start of the FY 2021 year;
- 3) Promote and advertise the façade improvement program to current and potential business leaders;
- 4) Manage the program and the FIRC.
- 5) (if not supported by Betterment) Explore alternate funding sources for a FY 2022 start.

### **4) Support the creation of a new community event in Sturbridge.**

#### **Summary**

In the 2019 calendar year, the Special Events Committee has created and supported a number of events included an April Community Bonfire, the Home of the Brave 5k, and the Sturbridge Farmers Market. These have provided Sturbridge with events that have bolstered community spirit and have brought hundreds if not thousands to our community. In an effort to continue this trend, Sturbridge must come up with new and exciting programs to draw crowds to our community.

### **Action Steps**

- 1) Continue working with Special Events Committee, encouraging the creation of new community events in town;
- 2) Support the implementation of any new community programs proposed by the Special Events Committee.

## **5) Engage businesses by restarting the business visitation program in Sturbridge.**

### **Summary**

Several years ago, I managed a business visitation program in Sturbridge. This brought town leaders and staff to a local business for a brief visit where they can meet with a business leader and better understand what that business does in Sturbridge. This was also an opportunity for business leaders to talk directly with town leadership, leading to constructive dialogues on a variety of matters. Due to a lack of interest the program slowed and eventually stopped. This program has been dormant for too long and should be restarted.

### **Action Steps**

- 1) Advertise the business visitation program;
- 2) Arrange visits with local businesses.

## **6) Participate in the Sturbridge Citizens Academy.**

### **Summary**

It is a goal of the Town Administrator this year to restart a Sturbridge Citizens Academy. This service would teach a group of citizens various aspects of local government. To that end, I have been asked to present to this group and teach what the office of Economic Development and Tourism does.

### **Action Steps**

- 1) Prepare a presentation highlighting the various duties and initiatives of the office of Economic Development and Tourism;
- 2) Present to the Sturbridge Citizens Academy.

## **7) Engage businesses by restarting the Business Classes program.**

### **Summary**

My office has periodically hosted a gathering of business leaders where I would bring in a subject matter expert to help provide some 'continuing education' for business leaders on a relevant topic. This has included emergency preparedness, health inspections, signage, marketing, etc. These have provided business leaders with education that helps to provide clarity for the Town's processes. This program has continued over the years but it has slowed with time. In 2019 there were only two offered, in 2020 it would be better to see one per quarter.

### **Action Steps**

- 1) Work with Department Heads, subject matter experts, etc. to identify class instructors;

- 2) Identify subjects that business leaders want to learn about;
- 3) Organize classes and advertise meetings to local businesses.

#### 8) Enhance engagement with business leaders to improve government and business relations.

##### Summary

As the home to a vast diversity of businesses, Sturbridge can do more to engage with the business leaders here in Town. The goal is to enhance our understanding of business needs in town by creating a more formal dialogue with business leaders in Sturbridge. By having regular opportunities to engage with business leaders, the Town can gather important knowledge of business needs and ideas. Additionally we can identify those businesses that are either looking to expand, and/or having difficulties, and point them to the resources that would best help them.

##### Action Steps

- 1) Once a quarter, hold an *invitation only* focus group with key members of a business sector in Sturbridge (i.e. restaurants, hotels, manufacturers, etc.) to discuss what's working, what's not working, and what suggestions are there.
- 2) Outreach to SCORE and see how the Town can better support its efforts to help entrepreneurs in the area.
- 3) Coordinate with members of boards and staff to hold a "Business Outreach Day" where officials go and engage with as many business leaders as possible. (Fall 2020).
- 4) Maintain existing communication plans with local business leaders (i.e. newsletters, list serves, etc.).



## Submission #2

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### Submission information

Form: [Post Event Evaluation](#)

Submitted by Anonymous (not verified)

January 6, 2020 - 9:14am

68.112.227.99

### Point of Contact

Maxine Carter-Lome

### Contact Email

maxineconsults@aol.com

### Organization

Weathervane Enterprises, Inc.

### Name of project or event

The Antique Collectibles Show

### Event information (if applicable)

New Year's Day, The Host Hotel, Sturbridge, MA, 10am-5pm

### Total funds requested by applicant

\$4,000

### Total funds approved by STA

\$4,000

### Total funds spent by applicant?

\$4,000

**Have all bills for the project or event been paid?**

Yes

**Briefly describe your project or event**

The Antique Collectibles Show provides antique lovers, collectors, lifelong learners, and enthusiasts with an opportunity to meet with and buy from local and regional dealers of authentic antiques, collectibles, and specialty vintage items.

**How was the STA funding intended to help your project?**

To offset the cost of renting the exhibit hall at The Host Hotel, which allowed us to spend more on marketing and advertising to attract guests.

**Please describe how you measured the success of your project? Did you meet that goal? Why/Why not?**

We received 704 paid ticket holders at the door, coming from MA, RI, CT and NY.

Sturbridge-based antique shops say they benefited financially from the guests that left the show and continued antiques in local area businesses.

We brought together 30 dealers, all of whom said they sold well and would like to be invited back next year.

We have put this show and Sturbridge back on the radar as an annual New Year's Day destination, which will continue to benefit local retailers and, when the show is expanded to two days, local area hoteliers.

**Knowing what you know now, would you change how you approached your project or event next time? If so how?**

The only major change we will make is close the show earlier based on end-of-the-day traffic. This year we opened the show from 10am-5pm. Our dealers suggest that next year we close the show at 3:30/4:00pm.

Next year we also hope to extend this event to two days by adding a live auction and a lecture series in the day preceding or following the dealer show portion of the event.

**Do you have any other comments or suggestions for the STA?**

We have collected zip codes from our guests and in the coming weeks will be able to provide you with information as to where our guests are coming from.

**Will you seek funding from the STA in the future?**

Yes

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