



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

Revised on: 02/05/2020 at 13:00

## **\*\*REVISED - Regular Meeting Agenda \*\***

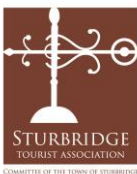
12 February 2020, 6:00pm

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

1. Call to Order
2. Review of Previous Minutes – 29 January 2020
3. Treasurers Report
4. New Business
  - a. Branding and Marketing – Update from Open the Door
  - b. Funding Application – Opacum Land Trust – Initial Review
  - c. Funding Application – Great New England Craft and Artisan Shows – Initial Review
  - d. STA FY 2020 Budget Discussion
  - e. Discussion of STA Social Media Presence
5. Old Business
  - a. Global Design and Publishing – Visitor Guide Contract
  - b. Brochure Rack Companies – Discussion
  - c. Restaurant Week – Discussion
6. EDTC Report
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.**

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# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

## Regular Meeting

29 January 2020, 6:00pm

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

**Members Present:** Brian Amedy (BA), Chair; Tom Chamberland (TC), Vice-Chair; Nick Salvador (NS); Dawn Merriman (DM)

**Members Absent:** Jeff Ardis (excused)

**Staff Present:** Kevin Filchak (KF), Economic Development and Tourism Coordinator

**Guests Present:** Annie Roscioli (AR), Special Events Chair; Lisa Beaudin (LB), Special Events Committee; Kerry Carey (KC), Special Events Committee; Kelly Tourtellotte (KT), Special Events Committee

1. **Call to Order** – BA called the meeting to order at 6:00pm. A quorum was present.
2. **Review of Previous Minutes** – KF noted that on page three of the minutes, in the motion under Section d., the word “APPROVED” was misspelled. *TC MOVED to approve the minutes as written with KF’s edit. BA seconded. APPROVED (3-0-1, DM abstained as she was not at previous meeting).*
3. **Treasurers Report** – KF provided finance report to members. KF highlighted the large expenses with Open the Door in January, as well as noting difficulties he has had with the Worcester Magazine campaign invoices; suggested caution if using Worcester Magazine again in the future. TC asked if the town was not paying a portion of each Open the Door invoice as a way to ensure work is completed. KF said that the Town was not doing that nor was the contract written as such, but did not that such considerations could be adopted in the future. BA updated members regarding Old Sturbridge Village’s bus tours program; noted that their consultant had established many positive connections at the national convention. *TC MOVED to accept the Treasurers Report as presented. NS seconded. APPROVED (4-0).*
4. **New Business**
  - a. **2020 Visitor Guide – Global Design and Publishing** – KT provided overview of the previous versions of the Sturbridge Visitor Guide, explaining how the STA co-sponsors the advertisements in said guide. She explained that five-thousand are printed, with an additional 1,500 printed and delivered to the STA for further distribution. KT asked members if there were additional photos that she could use in the guide. DM noted that the guides are very popular at the hotels and are a good resource. BA referenced the packet where updates to last year’s guide were noted, leading to a general discussion on updates to said guide. In reference to KT’s previous question, KF said that photos and

contact information to new businesses can be provided. TC asked about the prices proposed by KT, to which KT explained the price breakdown. Members held a general conversation about local events in Town. KF asked KT and members if they wished to continue the 50% match for first time advertisers and 40% for returning, which had been done the previous year. Members had brief discussion about providing the business of the year award winners with said discount. *TC MOVED that for the four Business of the Year winners, that the STA pay for fifty percent of a half page ad, if they so choose.* TC briefly explained the award to KT. *BA seconded. APPROVED (3-0-1).* Members had a general discussion on the number of copies that should be printed. *TC MOVED to increase the STA's additional print run to 2,000. NS seconded. APPROVED (4-0).* Members had a general discussion on how to determine the proper amount to allocate. They agreed that KT should revise the contract and resubmit to the STA, with members taking the matter up at the next meeting.

KF explained that he had been contacted by both Berkshire Brochures and CTM Media group; they both manage brochure racks in the region and asked if the STA wanted to get their guides in their circulation. Members discussed the value of having their guides in greater circulation. DM noted that the STA is currently considering the branding/marketing study and it may be better to wait until the results are published. BA asked KF to get some price points and distribution ranges for both organizations. TC asked if the STA could utilize the Town's Senior Worker program to check and manage the brochures in the Town's hotels/restaurants. Members had a general discussion on such a program and explored possibly partnering with the Recreation Department to get said program started. KF said that he will do some additional research for the next meeting.

- b. **Joint Meeting & Discussion with the Special Events Committee** – AR, KC and LB introduced themselves to the STA members and visa-versa. LB began the discussion by talking about the Special Events Committee's (SEC) farmers market program; she raised the valuable data that the farmers market has collected from their social media platforms which provides excellent benchmarking data points. LB noted that people are coming to the farmers market from the Publick House which is helping to spread knowledge of the market to those visitors to the community. LB noted that the SEC recently hired a market manager to help manage the daily operations of the market, leading to a general discussion on the market. BA explained the STA's ongoing efforts to develop a town brand and market strategy, leading to a lengthy discussion on marketing events in Town, tying it to the farmers market and the impact of social media marketing. KF said that he will make social media marketing an agenda item on the next STA meeting agenda. TC asked the SEC members if they had a schedule of events, AR provided a general overview of the SEC's existing events: the fall/spring bonfire, the famers market (summer) and the Home of the Brave 5k (November). KF explained the value of the events the Special Events Committee host in Sturbridge. Members of both committees had a broad discussion about how a potential First Night event could occur in Sturbridge. LB returned to the farmers market discussion by noting the value of the Market Manager for their event. General conversation about the Special Events Committee budget, KF

noted that it is anticipated that the SEC will be allocated \$6,000 from Betterment pending approval at the Annual Town Meeting. BA said that if the SEC was to seek funding from the STA, they would need to provide the STA with a set amount to vote on. KF explained the budget process to the members. Members had a general discussion on the STA supporting SEC events. KC said that the goal for the joint meeting was lay the ground work in case the SEC needs to come before the STA for future funding opportunities. LB raised the suggestion that the STA consider developing town wide gift certificates. BA and TC said that it would be possible, but municipal finance law complicates the matter. General discussion on how such a program could work. TC suggested to the SEC that they may consider going to the Town to potentially look at how the hotel/motel tax is allocated or potentially the meals tax to help fund these community events. SEC and the STA thanked each other for the joint meeting, SEC members left.

- c. **2019 Annual Report** – KF provided the members with a draft of the 2019 Annual Report. NS and DM noted small grammatical fixes that KF said he would amend per their recommendations. *TC MOVED to approve the Annual Report with the corrections noted. DM seconded. APPROVED (4 – 0).*
- d. **The Last Green Valley – Annual Membership** – KF shared his and TC's meeting with The Last Green Valley (TLGV) the previous week to discuss membership. KF recommended that based on that conversation that the Committee takes no action at this time. He also explained that he would be having an additional meeting with TLGV the following week. TC said that it has been the goal of TLGV to drive membership to their organization, but that they need to expand their horizon. TC said that there is still value in the STA being listed as a member with TLGV, because the Explore Guide still has value. KF asked what the return on investment for the STA's previous investments. Members talked about getting a basic membership. *BA MOVED to approve a basic membership with The Last Green Valley for \$100. TC seconded. APPROVED (4 – 0).*
- e. **Update to STA Forms** – KF provided overview of his revisions to the STA's application and Post Event Evaluation. He explained that it was his goal to move the forms from google to the Town server. TC asked if applicants can directly upload files to each form, KF said not at this time. TC asked if that feature can be added. Members were positive towards the changes.
- f. **January Trails Webinar** – TC noted that since the webinar has passed that the STA take no action. Members passed over agenda item.
- g. **Chamber of Commerce – Annual Meeting** – *TC MOVED to cover the cost of the Chair's participation in the Chamber's Annual Meeting. NS seconded. APPROVED (3-0-1).* BA talked briefly about the meeting and its value from the team.

## 5. Old Business

- a. **Restaurant Week – Discussion** – KF provided an overview of his memorandum and provided suggestions for implementation. BA suggested that a restaurant week be tied in

with Maple Week at Old Sturbridge Village. Members had a general discussion on timing for the restaurant week. NS suggested that the STA ask restaurants to try to have a new menu item during that week, as a way to encourage people to get involved, perhaps creating a 'special of the week.' General discussion on how to get restaurants involved. DM suggested that the STA hold a restaurant week without a specific draw, rather advertise the town to draw interest; following they can see how the restaurants do. TC suggested that the STA consider having restaurant week over a two week period to get interest. BA suggested that the STA contact Maxine Carter Lome, Discover Central MA and the Stonebridge Press to help promote the event. Members agreed to hold the Restaurant Weeks during the weeks of 3/16 and 3/24. NS suggested tying it in with the theme of maple. BA suggested not only limiting it to restaurants, but also tying it to the breweries as well. General discussions on having the STA purchase ads to promote this event. *TC MOVED to allocate \$3,000 out of marketing for advertising Restaurant Week in Sturbridge. DM seconded. APPROVED (4 – 0).*

- b. Branding and Marketing Update** – KF and BA gave a brief situational update of Open The Door's progress. Noted that a thorough and more formal update will be provided by the consultant at the next meeting on 12 February.
- c. Trails App Discussion** – TC said that there has been no movement on the project at this time, but that there may be other vendors who could provide quotes and other information.

## **6. EDTC Report**

- a. Post Event Evaluation – Antique Show**
- b. STR Report – Quarter 4 of 2019**

KF provided an update to the STA. He highlighted the Economic Development Forum that is scheduled for 13 February and encouraged members to attend. KF noted that the AAA travel show will be coming up at the beginning of March. Members had a lengthy conversation about the STR report. DM gave general overview of the hotel business here in town. NS asked about the impact of Air B&B's to the hotel community, leading to a general discussion.

TC noted some concerns that there was limited public promotion of the Business of the Year awards. Members had a general discussion about how the STA could better promote the award in the future.

**7. Next Meeting** – The next meeting is scheduled for 12 February 2020 at 6pm.

**8. Adjourn** – *BA MOVED and DM seconded to adjourn the meeting at 8:11pm. APPROVED (4 – 0).*





GLOBAL DESIGN & PUBLISHING LLC

Graphic Design, Marketing &  
Publishing Since 1995

January, 2020

Sturbridge Tourism Association  
308 Main Street  
Sturbridge, MA 01566

Re: 2020 Sturbridge Area Guide

The Sturbridge Tourism Association (STA) has agreed to subsidize advertising for business located in Sturbridge in the Sturbridge Area Guide for release in Spring 2020. Global Design & Publishing, LLC will invoice advertisers for partial advertising cost and STA will be invoiced for portions agreed upon below.

\$80 for 1/4 page ad  
\$145 for a 1/2 page ad  
\$295 for a full page ad

Global Design & Publishing, LLC will update the STA with advertising sales and STA balance shall not exceed \$5,000. The invoice for Sturbridge Ads subsidized by the STA shall be paid within 30 days of receipt. The STA has also agreed to purchase the back cover ad at a cost of \$950 billable to the STA with the same terms and conditions. Additionally, the STA shall be responsible for additional printing of 1,500 copies amount not to exceed TBD payable to Global Design & Publishing, LLC.

Thank you for your support of the 2020 Sturbridge Area Guide.

Sincerely,

Kelly Tourtellotte

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Sturbridge Tourism Association Authorized Signature

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Date

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# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

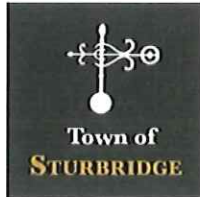
Date: 6 February 2020

Subject: Placeholder Page

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**This is a placeholder page for the STA budget. A revised budget, with approved reconciliation will be provided before the meeting on 2/12.**

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Break



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A. 

Date: 6 February 2020  
To: Sturbridge Tourist Association  
Subject: Cover Memo – Opacum Land Trust

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## Overview

Opacum Land Trust has submitted a request to the STA for funding support for their Tour Opacum event on 12 July 2020. The Trust is requesting **\$6,683.00** to support the event. The EDTC has reviewed their application and their budget (attached), and based on that review has developed the following questions. Note the questions are listed in no particular order.

- The Trust sought money for their 2018 Tour Opacum event, but did not seek funding again in 2019. What was the reason for this gap and were there any adverse impacts to the event because of that? If no adverse impacts *and* the event grew in numbers, why solicit STA funding now?
- What is the basis for the estimates relating to the economic impact of the event?
- What have been the previous costs/revenues for this event?
- Could some of the costs, specifically the event costs, be covered by the other sponsors of this event?
- Should this be classified as a tourist event or a community event?
- What issues, if any, are created by having the event take place between the fiscal years?

It is recommended that the STA consider these and other questions as they consider this application. If the STA chooses to consider their application further, any questions developed by the members will be sent to the applicant for their response prior to the next meeting.

## Suggested Motion

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

*MOVE to invite Opacum Land Trust to the next scheduled meeting of the Sturbridge Tourist Association to discuss their application for the Tour Opacum event.*

# 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.

Email address \*

Amy.connery@opacumLT.org

Name

Amy Connery

Organization

Opacum Land Trust

Please identify what type of organization you represent

- ☐ For profit
- ☒ Nonprofit
- ☐ Government
- ☐ Private citizen / volunteers
- ☐ Other: .....

Phone Number

508-347-9144

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. \*

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

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.

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

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

Opacum Land Trust is seeking funding from the STA to grow our annual event, Tour Opacum, in order to increase support for its land conservation work and to draw increased tourism to Sturbridge, which is as a key town in its service region.

Opacum Land Trust (Opacum) is a non-profit organization that relies on donated funds or earned income from events and programs to fund its conservation work in south-central Massachusetts. On July 12, 2020 we are hosting our 4th annual Tour Opacum- bike ride for land conservation. Tour Opacum takes place in multiple towns, including Sturbridge. Riders start and end their ride in Brimfield and choose from 4 different route options ranging from 2 to 100-miles long, that take riders through the beautiful country side and highlight the properties that Opacum has helped to conserve. In addition to cycling, Tour Opacum has free activities for kids, live music, local beer and wine, and outdoor games for all ages.

Our goal is to make Tour Opacum a regular "signature" event in the region, drawing a large annual following to support our conservation work, to appreciate the character of this region and to grow tourism to Sturbridge. We are requesting funding from the STA to implement a marketing campaign to promote the event and to cover a portion of the direct event costs.

Opacum received an STA grant in 2018 which allowed us to invest in marketing and resulted in attendance doubling from 91 in 2017 to 197. STA funding also enabled us to purchase marketing materials such as lawn signs and banners, that we can reuse each year. With support from the STA in 2020, we will be able to build upon the success of the past 3 rides and grow the event into a larger regional signature event, that draws significant visitors to the region. We anticipate increasing attendance from 260 in 2019 to 425 in 2020.

Funding amount requested \*

6,683



Provide a detailed explanation of what your funding will be spent on. Be specific.

Generalizations like "marketing" or "entertainment" are not acceptable. \*

Funding requested in this proposal will be used to design, print, purchase and promote marketing for Tour Opacum through digital, print, radio and in person advertising. Funding is also requested for some of the direct expenses expected for the 2020 event, with a specific focus on direct expenses related to event activities in Sturbridge. Please see attached budget for additional detailed descriptions on what the requested funding will be spent on.

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

Please see emailed budget.

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

All the event activities held at our headquarters are free and open to the general public. There is a registration fee to participate in the ride that ranges from \$30 to \$60 depending on age and route length, with kids under 13 riding for free.

Last year we saw a significant increase in the number of non-riders who came to check out the live music, enjoy local beer/wine, participate in free kids' activities and support friends and family who rode. Those who rode also stayed for the after-ride festivities for a lot longer than in the past, turning it into a 10+ hour event for some! Feedback from attendees was overwhelmingly positive, with many people marking their calendars for this year's event already.

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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). \*

The estimated direct economic impact to Sturbridge is estimated to be at least \$7,409, calculated as follows: We anticipate that 5% of our estimated 425 attendees will stay overnight in hotels in Sturbridge. This results in 21 rooms, at an average of \$150/night (due to increased rates from proximity to Brimfield Flea Market) = \$3,150 for hotel and with 6% sales tax = \$189 for Sturbridge. We anticipate that 65% of attendees (276) will pass through Sturbridge when traveling to and from the ride. Most of these travelers will stop at a business in Sturbridge to purchase gas, additional snacks/supplies for their ride, or for a meal. If those individuals spend just an average of \$10 in Sturbridge, that will result in an additional \$2,760 in economic gain for Sturbridge businesses. We prioritize hiring local vendors in all our work and will hire Sturbridge based vendors for this project whenever possible. We have already agreed to contract with an independent graphic designer based in Sturbridge to design signs, flyers, and other media/ advertisements for this project, we will print flyers through Staples and we will purchase refreshments for riders from a Sturbridge grocery store. This results in a minimum of \$1,310 to be paid to Sturbridge vendors. In addition to the economic impact calculated above, this event will directly benefit the two Sturbridge businesses that we are partnering with to run Tour Opacum: Southbridge Credit Union and RapsCALLION Brewery. Southbridge Credit Union, which has 2 of its 4 branches located in Sturbridge, will benefit from the promotion they receive as a partner in the event. RapsCALLION Brewery will directly benefit through beer sales at the event and from the additional promotion they will receive. RapsCALLION has estimated that their sales at Tour Opacum are more than double their sales on a regular weekend, and that it provides great exposure to potential customers who return to Sturbridge and the brewery after the event. Having the RapsCALLION brewery-as a rest stop for riders and serving beer after the ride is a critical component to drawing a regional crowd of bicyclists. "Bikes and Beer" is a theme that is resonant with the bicycling community, and featuring such at a rural, local craft brewery is a draw that is consistent with Opacum's mission of supporting local rural character and the businesses and communities that benefit from that character. For 2020, we would like to draw 425 attendees and continue to grow awareness of our event so that it becomes established as part of the annual routine of high-profile bicycle events. Our long-term goal is to grow to 1,000 riders, which is 2/3 the size of Franklin Land Trust's annual bike event (D2R2), which in its 10th year drew over 1,500 riders. We have scheduled Tour Opacum to be far enough in advance of the Pan-Mass Challenge to not compete with it and to provide an opportunity for riders to train for Pan-Mass (PanMass had 6 riders its first year). As Tour Opacum grows, the economic impact to Sturbridge will continue to grow. We look forward to bringing an increasing number of riders and families to Sturbridge and will acquaint them with the many attractions the town and its surrounding area has to offer.

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

☒ Yes

☐ No

☐ Maybe

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

We expect to make a small amount of revenue from this project in 2020. The funding requested from STA will cover: (1) event marketing expenses, (2) expenses for our Sturbridge locations along the routes, and (3) a portion of the direct event expenses (promotional materials, route arrows, bike support, etc.). We anticipate receiving some sponsorship funding and will receive approximately \$43 per rider from registration fees (registration cost varies by age, route selected and method of payment). This funding will be used to cover the additional direct event expenses, staff time and indirect expenses to plan and implement the event. Any revenue received in excess of those costs will go directly to the charitable mission of Opacum Land Trust - land conservation work within its service area, which includes almost 900 acres of protected land in Sturbridge. As the event grows towards our goal of 1,000 riders over the next few years, it will become self-sustaining and bring in more revenue to advance our work in Sturbridge and throughout south-central Massachusetts.

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

Tour Opacum- 4th Annual Bike Ride for Land Conservation Date: Sunday, July 12, 2020 Time: 6:00 am- 5:00 pm (Rides start as early as 6:00 am depending on length of route chosen, activities take place at headquarters all day). Location(s): • Headquarters: Brimfield Winery 35 Main Street, Brimfield MA 01010 (Where riders start and end and where post-ride festivities take place). • Routes take cyclists through: Sturbridge, Wales, Holland, Brookfield, Warren, West Brookfield, Monson and Brimfield. • With rest stops at: RapsCALLION Brewery Tap Room at Hyland Orchard in Sturbridge and Flynt Quarry in Monson The two longest and most popular routes (the 100-mile full tour and 50-mile half tour) take riders through Sturbridge for a large portion of their ride and have two route stops in Sturbridge. The first Sturbridge stop is at the Plimpton Community Forest, a 281- acre property that the town of Sturbridge owns and worked with Opacum to conserve as public open space. The second stop in Sturbridge is a rest stop at RapsCALLION Brewery's Taproom at Hyland Orchard. This is the busiest and most popular rest stop at the event, which gives cyclists riding the 50- and 100-mile routes a much-needed break and access to plenty of snacks and drinks. Riders get a chance to explore the orchard and tap room at this stop- some cyclists even stay to enjoy a few beers before continuing their ride! In 2019, we moved the ride "headquarters," from RapsCALLION Brewery/Hyland Orchard in Sturbridge to Brimfield Winery in order to accommodate the growing number of attendees. RapsCALLION Brewery has been an essential partner in this event since it started in 2017 and will continue to play a significant role in the 2020 ride by hosting a rest stop at their location in Sturbridge and moving their taps to the event headquarters in Brimfield to serve beer and drinks after the ride.

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

Our marketing campaign for Tour Opacum has 4 primary targets:

- (1) Our local marketing efforts (lawn signs, flyers, postcards, social media, Chamber of Commerce sign) will ensure that we maintain and expand our reach residents and business in Sturbridge and the Springfield-Worcester-Metro West region.
- (2) Our regional marketing (Print advertisements in regional tourist publications, MassLive digital marketing, radio, tourism publications) will expand our reach beyond the local community to bring in visitors from all over New England.
- (3) Our third marketing segment is targeted specifically towards cyclists. Through digital advertising on the most frequented bike event registration site (Bike Reg), printing large posters and postcards to be hung at bike shops throughout the region and having an exhibit at a popular race expo in Boston, we will target the individuals who will be most interested in participating, and who will travel to do so.
- (4) Marketing to families and non-riders. In 2020 we aim to increase attendance by non-riders and increase the length of time all attendees stay at the event even further by marketing the event as family-friendly and highlighting the activities beyond the ride. This will not only bring more people and whole families to the region but will lead to more deciding to stay overnight in Sturbridge.

We will promote Tour Opacum through several platforms and venues to ensure maximum visibility and growth of the event. In addition to the strategies outlined above, we will promote the event through: Local temporary signage and flyers; posters to regional bike shops; advertising and press releases to all local and sub-regional newspapers; press releases to regional newspapers; on-line marketing through regional news and tourism outlets; Facebook and other social media outlets in partnership with Rapsallion Brewery, Southbridge Credit Union and Southbridge Bicycles; on-line visibility through bicycle event listings.

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. \*

We are confident that this project will draw visitors to Sturbridge based upon the data from last year's event.

In 2019, 12% of riders who registered online traveled over 50 miles from Sturbridge. In 2020, we anticipate both an increase in the number of event attendees and an increase in the percentage coming from 50 miles or more away because of our proposed marketing efforts which target cyclists and expand beyond this local region. We anticipate having 425 attendees in 2020 and 16% from over 50 miles away, for 68 visitors. We estimate that 5% of all attendees will stay overnight (21), and that half of them will live within 50 miles, for an additional 10 visitors. In total, we estimate that Tour Opacum will bring at least 78 visitors to Sturbridge in 2020.

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. \*

This project supports Sturbridge in a variety of ways in addition to the estimated number of visitors it will draw. This project benefits Sturbridge economically, as described above, resulting in a direct economic benefit of \$7,409 to the town and businesses. Although most attendees are not visitors by MOTT's definition, the vast majority are coming from outside of Sturbridge (in 2019, 88% of riders who registered online were from other cities/towns).

A key draw of Tour Opacum is its emphasis on exploring the back-roads and beautiful countryside of our region – "The Sturbridge Townships", with Sturbridge at the physical center of this region. Marketing Tour Opacum at the regional level is intended to draw new tourists to our area, introducing them to its beauty, recreational and tourism opportunities, and to all the businesses that support this.

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

Opacum Land Trust was founded in Sturbridge in 2000, though we serve a regional area encompassing 13 towns. We directly protect over 2,000 acres of land, almost 900 of which are right here in Sturbridge.

Opacum Land Trust is named for the marbled salamander, *Ambystoma opacum*, a rare and threatened species of salamander that was discovered between New Boston Road and the Mass. Turnpike in 2000. This discovery and the hard work of a group of volunteers lead to the conservation of what is now the 300-acre Opacum Woods property in Sturbridge owned and maintained by the Land Trust, including a trail system that is open to the public.

## Review and Submit

### Additional Requirements

All applicants are required to adhere to the Funding Policy guidelines adopted by the Sturbridge Tourist Association. A link to the most recent iteration of the policy is found at the start of this funding application.

Any and all funding is contingent upon the Sturbridge Tourist Association receiving recognition as a sponsor of the event in question. Failure to do so is cause for the STA to revoke the applicant's funding.

Depending upon the size and scale of the event, the STA reserves the right to request additional information from the applicant.

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.

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

This content is neither created nor endorsed by Google.

Google Forms

**Opacum Land Trust, Tour Opacum 2020**

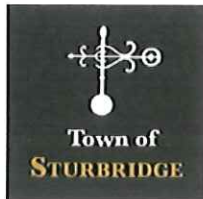
Funding Request to Sturbridge Tourism Association

1/15/2020

Marketing/ Advertising Expenses		Notes
<b>Digital Marketing</b>		
Bike Reg Event Promotion	\$375	\$75/week for 5 weeks for featured event promotion on Bike Reg, the leading website for cycling event registration and what we use for Tour Opacum registration.
Bike New England Advertisement	\$80	\$20/month for 4 months for featured ad on BikeNewEngland.com.
Digital advertising through MassLive	\$1,000	Targeted digital advertising through MassLive.
Social Media Paid Advertisements	\$250	To "boost" posts and event on Facebook to expand reach.
Digital & Web Design	\$400	For event website updates, and graphic design fees to create digital ads and event promotion/communication.
<b>Print Marketing</b>		
Last Green Valley Event Ad	\$350	For half page ad in the Last Green Valleys annual Explore guide.
Tourism/ Newspaper Ads	\$300	To purchase additional ad space in regional tourism printed publications and newspapers.
Lawn Signs	\$314	To purchase 8 large reusable lawn signs @ \$33/each. \$50 to print decals to update old signs for re-use.
Posters and Flyers	\$210	To print 8 larger posters to hang at bike shops and public areas (\$20/each) and \$50 to print flyers.
Postcards & Postage	\$368	To print postcards to be distributed at bike shops, cycling events and mailed to previous riders (1,750 post cards @ \$.15/each). Postage for mailing to past riders @ \$0.35/postcard.
Chamber of Commerce Sign	\$65	To print event sign to be hung at the Chamber of Commerce events kiosk in Sturbridge.
Graphic Design for Print Marketing	\$400	For design of signs, posters, flyers, postcards and print ads.
<b>Other Marketing</b>		
Regional radio advertisements	\$500	
Race Mania Event Attendance	\$500	Fee to set up an exhibit at the Race Mania Summit & Expo event 3/15/2020 in Boston, Ma which attracts over 2,000 cyclists and runners each year. <a href="https://race-mania.com/">https://race-mania.com/</a>
<b>Sub Total Marketing Expenses</b>	<b>\$5,112</b>	
<b>Event Expenses</b>		
Promo T-Shirts with sponsor listing	\$600	For event T-shirts given to the first 100 registered riders at \$6/each, includes sponsor listing.
Promo Magnets with sponsor listing	\$90	For promotion magnets with sponsor listing given to first 250 registered riders @ \$0.36/magnet. For first 250 riders
Route markers & Signs	\$307	For color coded route arrows to mark routes on the road, \$86/roll for 3 rolls, plus \$50 for additional route markers. From Routearrow.com
Property signs	\$75	For sign to highlight & provide information about Plimpton Community Forest in Sturbridge, which 2 bike routes pass.
Professional Bike repair support	\$200	For professional bike repair support to riders provided by Southbridge Bicycles.
Rider food, drinks & supplies	\$300	For food and drinks for riders at check-in and food/drinks & materials for the Sturbridge rest stop at Rapsallion Tap Room in Sturbridge.
<b>Subtotal Event Expenses</b>	<b>\$1,572</b>	
<b>TOTAL EXPENSES</b>	<b>\$6,683</b>	



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# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 6 February 2020  
To: Sturbridge Tourist Association  
Subject: Cover Memo – Great New England Craft and Artisan Shows

---

## Overview

The STA has received an application from the Great New England Craft and Artisan Shows for their event on 31 October and 1 November 2020. The Show is requesting \$7,000 to support their event. The EDTC has reviewed their application and their budget (attached), and based on that review has developed the following questions. Note the questions are listed in no particular order.

- Based on the timing of this event in FY 2021 what funding, if any, needs to be spent prior to 30 June in the current year?
- Can the applicant provide greater detail on what their event does?
- What is their basis for the estimate of 2,000 attendees over two days?
- Is \$500 enough to adequately promote this show? Are there other revenue sources that will help promote the event?
- If other shows in New Hampshire already exist, does this organization already have funding to support the event here in Sturbridge?

Given the timing of this request, it *appears* that little can be spent on this event in FY 2020. *If that is the case, the STA should postpone consideration of this event until the FY 2021 budget has been formally adopted.*

It is recommended that the STA consider these and other questions as they review this application. If the STA chooses to consider their application further, any questions developed by the members will be sent to the applicant for their response prior to the next meeting.

## Suggested Motion

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

*MOVE to invite the Great New England Craft and Artisan Shows to the next scheduled meeting of the Sturbridge Tourist Association to discuss their application.*

## Submission #2

[View](#)[Delete](#)[Previous submission](#)[Next submission](#)[Print](#) [Resend e-mails](#)

### Submission information

Form: [STA Funding Application](#)

Submitted by Anonymous (not verified)

February 3, 2020 - 8:01pm

73.142.128.102

### Organization

Great New England Craft & Artisan Shows

### Point of Contact

Jody Donohue

### Contact Email

jdonohue5@comcast.net

### Contact Phone Number

603-321-9794

### Please identify what type of organization you represent

For profit

### Name of Event (if applicable)

Great New England Fine Artisan Show- Sturbridge, MA

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

October 31 | 10a - 4p & November 1 | 10a - 3p

### Location of Event (if applicable)

Sturbridge Host Hotel | Sturbridge, MA

### Please provide a detailed explanation of your proposal.

Hello and thank you for your consideration. I am seeking assistance with marketing efforts, venue costs and musician expenses. This is a first time show in Sturbridge. I am bringing 75 plus Artisans to Sturbridge for a Craft & Artisan Show for them to demonstrate, display and sell their high quality handmade wares. This will be a two day event and while we have more than 3,000 at other events in NH- we expect for our first year to host 2,000+ over the weekend. There are many expenses involved with a new event. We plan to purchase 5,000 postcards marketing the Sturbridge event, purchasing ads in the Hometown Shopper, posting social media ads and distributing flyers to local establishments for posting. The venue gave us a discounted rate for the first year of \$7,000. We are seeking funds to assist with this venue fee. We would like to select a local charity to benefit from the 50+ item raffle table (each attendee receives a free raffle ticket) and promote their mission via a free table at the show.

### Funding amount requested

\$7,000

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

\$4,000 towards the \$7,000 venue facility fee to the Sturbridge Host hotel.

\$1,000 towards pipe and drape for booth layout and a stage for local guitar players to provide background music and showcase themselves. Local artists will be hired.

\$500 towards postcards, flyers, outdoor signs, social media ads, newspaper inserts and ads to publicize the show, Sturbridge Host Hotel and the Sturbridge Tourist Association.

\$500 to assist with paying the musicians that play in the show. Anticipate 4 local musicians to provide sound, market themselves and collect tips.

\$1,000 towards food & beverage provided solely by the hotel. Our minimum requirement is \$2,000 plus a 14% service charge and 4% house charge for the weekend's event.

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

Open to all! The more, the merrier!! We plan to partner with a local establishment or two for exchange of marketing. We will market their establishment if they hang our event flyers. \*\* We will also market The Sturbridge Host Hotel and the Sturbridge Tourist Association. We are primarily based in NH and are excited to expand our shows this year to Central Mass! We have plenty of followers and supporters willing to make the trip to Sturbridge for a day or touring and shopping.

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

Anticipated 2,000+ guests coming to Sturbridge and 75 Artisans offering handmade wares (most requesting overnight accommodations). We are obligated to spend \$2,000 plus 14% service charge and 4% house charge over the weekend in Food & Beverage. We have a block of 30 rooms at The Host Hotel for an average of \$119 a night plus 11.7% occupancy tax. Many others will stay at local hotels. The venue fee is \$7,000. We anticipate guests will eat in town, purchase gas in town, look for coffee in town and visit Sturbridge Village. Town tax fee of \$10 per vendor (\$750) will be remitted. Additional expenses included, but not limited to, staff needed for portering, electrical needs, pipe & drape expenses, rental fees for tables and costs associated with a Halloween Costume party to be held at the hotel Saturday evening (open to the public).

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

Yes

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

Raffle benefiting a local Sturbridge charity (tbd). Charity will be offered a table at the event free of charge to fundraise. Any show profits will fund capital for future shows.

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

Yes

**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?**

My events have been very successful in NH- bringing awareness to supporters, venues and the town of Milford. I have no doubt it will do the same for Sturbridge. I am passionate about what I do. I will bring a well attended juried artisan shows to your area. I use insightful marketing and great communication.

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

Yes

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

I acknowledge and understand the above statement.

**Application Certification. See description below.**

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

[Previous submission](#)

Next submission

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# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 6 February 2020  
To: Sturbridge Tourist Association  
Subject: FY 2021 Budget

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## Overview

For fiscal year 2021, the Sturbridge Tourist Association will be allocated **\$176,364**. This is a \$6,926 decrease from fiscal 2020. For your reference, below are the previous few fiscal year allocations (based on original totals):

FY 2018	\$161,957
FY 2019	\$182,221
FY 2020	\$183,290

In the past, the STA has followed a similar model each budget cycle. In general it has followed the 60-20-20 rule: 60% of budget towards marketing, 20% of the budget towards Community Support, and the remaining 20% towards the EDTC salary/benefits. If the STA continues following the 60-20-20 model, then FY 2021 will roughly break out as follows:

Line Item	Percentage	Amount
Community Support	20%	\$35,273
Marketing	60%	\$105,818
EDTC Salary/Benefits	20%	\$35,273
<b>Total</b>		<b>\$176,364</b>

This budget however does not take into account the EDTC salary/cost of living adjustments that the Finance Director will be providing to the STA in the near term. This number may change dependent upon what is submitted. Additionally, it is unknown what the STA's consultant Open the Door might recommend regarding branding and marketing in FY 2021. It may require more/less funding that has previously been considered.

## Suggested Motion

It is recommended that the STA take no action this evening and table this discussion for the March meeting. Once the Finance Director has determined the EDTC salary/benefits split for FY 2021, and Open the Door has provided a clearer picture for FY 2021 marketing, then the STA can better divide the budget accordingly.

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GLOBAL DESIGN & PUBLISHING LLC

Graphic Design, Marketing &  
Publishing Since 1995

January, 2020

Sturbridge Tourism Association  
308 Main Street  
Sturbridge, MA 01566

Re: 2020 Sturbridge Area Guide

The Sturbridge Tourism Association (STA) has agreed to subsidize advertising for business located in Sturbridge in the Sturbridge Area Guide for release in Spring 2020. Global Design & Publishing, LLC will invoice advertisers for partial advertising cost and STA will be invoiced for portions agreed upon below.

1/4 Page ad @ \$190 - STA pays 40% = \$76  
1/2 page ad @ \$355 - STA pays 40% = \$142  
Full Page ad @ \$705 - STA pays 40% = \$282

First time advertisers receive a subsidy of 50%  
Annual Business Award Winners receive a subsidy of 50% off a 1/2 page ad

Global Design & Publishing, LLC will update the STA with advertising sales and STA balance shall not exceed \$5,000. The invoice for Sturbridge Ads subsidized by the STA shall be paid within 30 days of receipt. The STA has also agreed to purchase the back cover ad at a cost of \$950 billable to the STA with the same terms and conditions. Additionally, the STA shall be responsible for additional printing of 2,000 copies amount not to exceed \$2,000 payable to Global Design & Publishing, LLC.

Global Design will provide a PDF proof before printing for review by the STA. We will print 5,000 copies and distribute to businesses throughout the Sturbridge area and beyond. The additional 2,000 copies will be delivered to Kevin Filchek for distribution. We will also provide a PDF for online use.

Thank you for your support of the 2020 Sturbridge Area Guide.

Sincerely,

Kelly Tourtellotte

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Sturbridge Tourism Association Authorized Signature

---

Date

## 2020 Berkshire Brochure - Space Reservation Worksheet (5 Regions) with Rates

BUSINESS \_\_\_\_\_ CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 PHONE \_\_\_\_\_ FAX \_\_\_\_\_ BROCHURE NAME \_\_\_\_\_ SIZE \_\_\_\_\_

### Area 1 - BERKSHIRE COUNTY Region

Circle the weeks (May 1 - Oct 31) and/or months (Nov - April) for brochures distributed to display locations.  
 Check the category of distribution.

1. \_\_\_\_\_ All Locations      2. \_\_\_\_\_ Non-Lodging Locations      3. \_\_\_\_\_ Lodging Locations

Distribution Schedule - Circle the Monday (date) you want us to fill or restock racks. **\*Minimum 2 dist. in July & August \***

<u>Summer:</u>	<b>May '20</b>	<b>June '20</b>	<b>July '20</b>	<b>August '20</b>	<b>Sept. '20</b>	<b>Oct. '20</b>
	5/4    5/11	6/1    6/8	6/29   7/6	8/3    8/10	8/31   9/7	10/5   10/12
	5/18   5/25	6/15   6/22	7/13   7/20   7/27	8/17   8/24	9/14   9/21   9/28	10/19   10/26

Winter:    Nov. '20      Dec. '20      Jan. '20      Feb. '20      March '20      April '20

Summer Rates All Locations: Non-profit - **\$190** (Pre-paid: \$180) **per distribution.**  
 \*For profit - **\$225** (Pre-paid: \$215) **per distribution.**

Winter Rates All Locations: November 1<sup>st</sup> to April 30<sup>th</sup> = **\$245 per month.**

**Non-Lodging or Lodging only Rates: Summer- (per distribution) & Winter- (per month)**

#### Non-Lodging Locations

#### Lodging Locations

Non-profit - **\$170 per dist. wk-summer/per mo winter.**    Non-profit - **\$150 per dist. wk-sum/per mo-winter.**  
 \*For Profit - **\$190 per dist. wk-summer/per mo winter.**    \*For Profit - **\$170 per dist. wk-sum/per mo winter.**

**\*(Commercial/for profit clients 6 times minimum required)**

**Berkshire County Cost Calculations: Customer please complete.**

Summer-Number of weeks circled \_\_\_\_\_ x (times) the rate \$ \_\_\_\_\_ = \$ \_\_\_\_\_ **Subtotal**  
 Winter-Number of months circled \_\_\_\_\_ x (times) the rate \$ \_\_\_\_\_ = \$ \_\_\_\_\_ **Subtotal**

### Area 2 - GREATER ALBANY CAPITAL Region

**Rates: All Locations:** Non-profit = **\$345 per month.** For profit = **\$365 per month.**

**Corp/Non-Lodging Locations: \$260 per mo.**    **Lodging Locations: \$245 per mo.**

Distribution begins (date) \_\_\_\_\_ & ends (date) \_\_\_\_\_ = # of months \_\_\_\_\_ x rate \_\_\_\_\_ = \_\_\_\_\_ **Subtotal**

### Area 3 - COLUMBIA COUNTY Region

**Rates: All Locations:** 5/1 to 10/31 - Non-profit = **\$250 per month.** For profit = **\$270 per month.**

11/1 to 4/30 - Non-profit = **\$150 per mo.** For profit = **\$155 per mo.**

Distribution begins (date) \_\_\_\_\_ & ends (date) \_\_\_\_\_ = # of months \_\_\_\_\_ x rate \_\_\_\_\_ = \_\_\_\_\_ **Subtotal**

### Area 4 - NORTHWESTERN CONNECTICUT Region

**Rates: All Locations:** 5/1 to 10/31 - Non-profit = **\$240 per month.** For profit = **\$270 per month.**

11/1 to 4/30 - Non-profit = **\$140 per mo.** For profit = **\$155 per mo.**

Distribution begins (date) \_\_\_\_\_ & ends (date) \_\_\_\_\_ = # of months \_\_\_\_\_ x rate \_\_\_\_\_ = \_\_\_\_\_ **Subtotal**

### Area 5 - SARATOGA SPRINGS, NY

**Rates: All Locations:** 5/1-10/31 Non-profit = **\$195 per month.** For profit = **\$200 per month.**

11/1- 4/30 Non-profit = **\$130 per mo.** For profit = **\$145 per mo.**

Distribution begins (date) \_\_\_\_\_ & ends (date) \_\_\_\_\_ = # of months \_\_\_\_\_ x rate \_\_\_\_\_ = \_\_\_\_\_ **Subtotal**

### MULTIPLE AREA DISCOUNTS (only for distributions of 4 months or more in all regions)

5% discount for 2 areas of distribution.    10% discount for 3 to 5 areas.

Subtotal of all above areas \$ \_\_\_\_\_ minus area discount \$ \_\_\_\_\_ = \$ \_\_\_\_\_ **TOTAL**

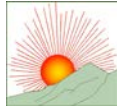
**Rates for oversized brochures and digests are 1.5 times rates listed above.**

**Fuel surcharge schedule:** when regular gasoline exceeds \$3.20/gallon add \$5.00 to each of the above rates. And to that, when regular gas exceeds \$3.60/gallon add an additional \$5.00 to each of the above rates. Surcharge invoices issued in Dec.

Signature \_\_\_\_\_ Email \_\_\_\_\_ Date \_\_\_\_\_

**Fax completed form 413-298-3959** Mail POB 403 Stockbridge MA 01262 - A Service Contract will be sent to you.

**All brochures subject to acceptance at each location. Not all locations accept every brochure we distribute.**



## ***Berkshire Brochure Display***

**A Brochure Distribution Service covering The Berkshires,  
Greater Albany, Columbia County, Northwestern, CT &  
Saratoga Springs, New York**

***Specializing in the targeted distribution of printed materials promoting  
the Tourism Industry, Cultural Attractions and Events, Chambers of Commerce and  
Convention and Visitor's Bureaus.***

### **DISPLAY & ON-SITE DISTRIBUTION**

Brochures and printed literature are displayed in our own display stands, or in the location's own built-in display racks. Only brochures of Berkshire Brochure Display's clients are displayed in our display racks. All others are removed during restocking.

### **DISTRIBUTION LOCATIONS**

Our brochure distribution locations include local Information Centers, Inns, Bed and Breakfasts, Major Attractions, Cultural Attractions, Restaurants, Shopping Malls, Retail Stores, and other locations frequented by both tourists and local residents.

### **DISTRIBUTION SERVICE**

High-traffic locations are restocked by our experienced staff as often as twice a week during peak tourist seasons. Each location is thoroughly researched in order that our client's brochures are picked up by pre-qualified visitors or local residents.

### **BROCHURE REQUIREMENTS**

For optimum display, brochures should measure 4"x9" and display vertically. The number of brochures needed depends on the customized distribution program, the brochure's format and size should be discussed with John, Ryan or one of our staff prior to determining a service schedule for the brochure. (If possible, a copy of the brochure to be distributed should be sent ahead of scheduling). Oversized brochures quoted upon request.

### **DESIGN CONSULTING AND COMPETITIVE PRINTING RATES**

Thirty years of watching what brochures our clients give us move successfully when displayed have provided us with the knowledge to advise our clients on how to have their brochures designed. We also have contacts with printers both in the area and out of the area offering only our clients very reasonable printing quotes.

\*\*\*All Brochures Delivered are Subject to each Location's Acceptance. \*\*\*  
Locations may be added or deleted without notice

Mediakit. 8/20/19



# ***Berkshire Brochure Display***

## PAST AND PRESENT BROCHURE CLIENTS FOR REFERENCES

Albany Berkshire Ballet  
The Albany Symphony Orchestra  
Schenectady BID  
Arrowhead  
Aston Magna  
Boston Symphony Orchestra  
Berkshire Botanical Garden  
Berkshire Choral Institute  
Berkshire County Historical Society  
Berkshire Visitors Bureau  
Berkshire Museum  
Berkshire Opera Festival  
Berkshire Scenic Railway Museum  
Berkshire Theatre Festival  
Barrington Stage Company  
Bennington Arts Council  
Bennington Center for the Arts  
Bennington Museum  
Bentley Brook Mountain Club  
Big E  
Ski Butternut  
Capital Rep Theater  
Catskill Toursim  
Chester Theater  
Chesterwood  
Clark Art Institute  
Catamount Ski Area  
Close Encounters With Music  
Columbia County Tourism Assoc.  
Discover Saratoga  
Dutchess County Tourism  
Edith Wharton Restoration  
Empire State Plaza (New York)  
Six Flags - New England  
Greater Springfield, MA CVB  
Greene County Tourism, NY  
Guthrie Center  
Hancock Shaker Village  
Hildene  
Historic Deerfield  
Schantz Gallery  
Howe Caverns  
Hunter Mountain Ski Area  
Jacob's Pillow Dance Festival  
Jiminy Peak, The Mountain Resort

Kripalu Center for Yoga  
Lake George Tourism  
Lebanon Valley Speedway  
Lenox Chamber of Commerce  
Mac-Haydn Theatre  
Manchester and The Mountains C.o C.  
MASS MOCA  
Miles of Smiles Berkshire Maps  
Miniature Theater of Chester  
Montgomery County Tourism, NY  
Mohawk Trail Regional Tourism Assoc.  
Mohawk Trail Concerts  
Music Mountain Music Festival  
N. Y. Racing Association (Saratoga)  
N Y State Office of Special Events  
Norfolk Chamber Music  
Norman Rockwell Museum  
Olana Historic Site  
Olde Stone Fort Museums  
Otis Ridge Ski Area  
Pine Cone Hill Outlet  
The Porches Inn  
Proctors Theatre  
Red Lion Inn  
Robbins-Zust Marionettes  
Sanctuary for Independent Media  
Saratoga Chamber  
Saratoge Performing Arts Center  
Seneca Lake Wineries  
Shaker Museum & Library  
Shakespeare and Company  
Shawanangunk Wine Trail  
South Mountain Concerts  
Stockbridge Chamber  
Sturbridge Village  
Tanglewood - Boston Symphony  
Theater Barn  
Trustees of Reservations  
Vermont Attractions Association  
Williams College Museum  
Williams College Dept.of Music  
Williamstown Chamber  
Williamstown Theater Festival  
Yiddish Book Center  
Zoar Outdoors

## **Region #1 ~ Berkshire County Display Locations**

Page 1

### **Sheffield**

#### **Non-Lodging**

#### **Lodging**

Racebrook Lodge  
Wind in the Pines

### **Egremont/ Hillsdale, NY**

#### **Non-Lodging**

Mon's Cafe  
Catamount Ski Area

#### **Lodging**

The Windflower  
Inn @ Sweet Water Farm  
Swiss Hutte  
Egremont Inn (ltd)

### **Great Barrington**

#### **Non-Lodging**

Guido's Marketplace  
Great Barrington Info Booth  
Butternut Ski Area  
Taft Farms  
Gt. Barrington Airport(ltd)  
Berks South Reg. Com. Ctr.  
Shiro Asian Market/Cafe

#### **Lodging**

Days Inn  
Briarcliff Motel  
Lantern House  
Travel Lodge  
Monument Mtn. Motel  
Mountain View Motel  
Barrington Inn  
  
Holiday Inn Express  
Fairfield Inn & Suites  
Wainwright Inn

### **Lee Area**

#### **Non-Lodging**

Black Swan Inn  
Lee Chamber Info Booth  
The Mint Restaurant  
Cork and Hearth  
Berkshire Lakeside Lodge  
Lee Sunoco  
The Morgan House

#### **Lodging**

Econo Lodge  
Super 8  
Chambery Inn  
Pilgrim Motel  
Federal House Inn  
Rodeway Inn  
Applegate Inn  
The Devonfield B&B  
Oak n Spruce Reception  
Oak n Spruce Front Desk

### **Becket/Otis Area**

#### **Non-Lodging**

Jacob's Pillow Dance Fest. (s)  
Knox Trail Inn  
Woodlands Welcome Cntr Otis  
Otis Poultry Country Store  
The Grouse House  
Otis Ridge Ski Area  
Farmington River Store  
Papa's Organic Store

#### **Lodging**

Berkshire Lakeside Lodge

### **Stockbridge/ Housatonic**

#### **Non-Lodging**

Norman Rockwell Museum (2)  
Red Lion Inn (no lodging brochures)  
Stockbridge Main St Market  
Nejaimes Stockbridge Wine Cellar  
Michael's Restaurant  
Berkshire Theater Festival (s)  
Berkshire Botanical Gardens(s,f)  
Chesterwood (s,f)  
Stockbridge Info Booth

Stockbridge Town Hall Info Cntr.  
Stockbridge Chamber of Commerce

#### **Lodging**

Conroy's B&B  
Red Lion Inn  
Inn at Stockbridge ltd  
Wheatleight (ltd)  
The Stockbridge Country Inn

### **West Stockbridge/Richmond**

#### **Non-Lodging**

Hilltop Orchard  
Furnace Brook Winery  
West Stockbridge info booth

#### **Lodging**

Pleasant Valley Motel

### **Lenox Area**

#### **Non-Lodging**

Tanglewood front desk  
Tanglewood Shed  
Lenox Chamber of Commerce  
The Mount  
Shakespeare & Company  
Arizona Pizza  
Nejaimes Lenox Wine Cellar  
Guidos Marketplace  
Lenox Library Assoc.

#### **Lodging**

Appletree Inn  
Seven Hills Inn  
Blantyre (ltd. by concierge)  
Kemble Inn  
Cornell House  
The Rookwood  
Garden Gables Inn  
Birchwood Inn  
The Yankee Inn  
Lenox Inn  
Cranwell Resort  
Howard Johnson  
Village Inn  
Wagon Wheel Motel  
Summer White House  
Brook Farm Inn  
Gateways Inn  
Ponds at Foxhollow  
Days Inn  
Knights Inn  
  
Hampton Inn  
Courtyard by Marriott  
Eastover Resort  
Kripalu (ltd)

## **Berkshire County Display Locations**

Page 2

### **Adams/ North Adams**

#### **Non-Lodging**

MASS MoCA  
Adams Info Booth  
Heritage Park  
North Adams Info Booth  
Mass. College of Liberal Arts  
(campus cntr.)  
Public + Eat Restaurant  
Susan B. Anthony birthplace  
Natural Bridge State Pk.  
North Adams Airport  
Norad Mill

#### **Lodging**

Holiday Inn  
Historic Valley Campground  
The Porches Inn  
Haflinger Haus  
Blackinton Manor

### **Williamstown**

#### **Non-lodging**

Clark Art Institute (ltd)  
Water Street Grill  
Spice Root Restaurant  
Store at Five Corners (ltd)  
Williams College Museum  
of Art  
Info Tunnel City Coffee  
Williamstown Chamber Office

#### **Lodging**

Williams Inn  
The Orchards  
Willows Motel  
Maple Terrace  
Northside Motel  
1896 Pondside House  
1896 Brookside House  
Cozy Corner Motel  
Marriott  
Berkshire Hills Country Inn  
The Villager Motel  
Howard Johnsons  
Williamstown Motel  
Green Valley Motel, VT  
Ladd Brook Motel, VT  
Tourist Welcome (Ltd)

### **Hancock / New Ashford**

#### **Non-Lodging**

Mill on the Floss  
John Harvards  
Christiansen's @ Jiminy  
Ramblewild

#### **Lodging**

Jiminy Peak Hotel (2 Loc)  
Berkshire Valley Inn  
Vacation Village (2 Loc)  
Bentley Brook Mtn. Club (3 Loc)  
Vacation Village (2 Loc)

### **Lanesboro**

#### **Non-Lodging**

Mt. Greylock Info Ctr.

#### **Lodging**

Hidden Valley Campground  
Bonnie Brae Campground

### **Pittsfield Area**

#### **Non-Lodging**

Berkshire Athenaeum  
1Berkshire Info Center  
Berkshire Museum  
Pittsfield Airport  
Arrowhead  
Hancock Shaker Village (ltd)  
AAA Office (ltd)  
Bousquets Ski Area  
Bartlett's Farm Market & Orchards  
Colonial Theatre  
Lichtenstein Center for the Arts  
Mazzeos Restaurant  
Ben & Jerry's  
Amtrak/Bus Station  
Barrington Stage  
Mount Lebanon Shaker  
Pittsfield State Forest  
General Dynamic (ltd)

#### **Lodging**

Berkshire Plaza  
Richmond Inn (ltd)  
Best Western  
Hilton Garden Inn  
Hotel on North  
Berkshire Inn  
Travel Lodge  
Yankee Suites  
Berkshire Mountain Lodge

#### **NOTES:**

**Additional Brochure Distribution Regions:** *Berkshire Brochure also offers quality brochure distribution throughout the Albany/Capital District, throughout Columbia County, NY, Saratoga County & in Northwestern Connecticut.*

*For information, call John @ 413.298.3999 or Ryan @ 413-717-0656*

**Publishers:** *Publishers of the North and the South County Area Tourist Maps called Miles of Smiles Directional Company. For information regarding placement or advertising on these maps contact Mary.*

*All brochures are subject to being accepted at each location we service. Not all brochures are accepted by all our locations. Locations change from time to time. A current list of locations is always available by calling us. Revised 1/1/19*

## **Region #2 ~ Greater Albany / Capital Region - Brochure Distribution**

### **LOCATIONS:**

It is our goal to install our brochure display racks in high traffic locations. These locations are pre-surveyed by us in order to assure our clients that their brochures get targeted to pre-qualified prospective local working residents and visitors. In the greater Albany market we offer our clients options. These are:

- **Corporate / New York State Government / Cultural / High Traffic Non Lodging:**

These locations are selected in order to make our client's brochures available to professionals with favorable demographics who live and work in the Capital Region. These host locations include large Corporations, State Government Facilities, Local Universities' Campus Centers, Shopping Malls, Cultural Attractions, area Amtrak waiting areas, etc.

- \* **Greater Albany Visitors / Traveler's / Lodging Locations.**

We surveyed and selected upscale Hotels and Lodging Properties in the Greater Albany market in order for our client's brochures to get into the hands of people visiting or traveling in and through the area.

### **DISPLAYS:**

Our client's brochures are displayed exclusively in our oak or birch Berkshire Brochure displays. They are designed to be furniture-like and are stained to match each location's decor. We also service locations that have their own built in brochure racks. Only our client's brochures are displayed in our displays.

### **FREQUENCY OF RESTOCKING OF DISPLAYS:**

Frequency of restocking visits to each location assures two things: 1) Our client's brochures will be continually available at each location they have selected for the duration of their distribution program. 2) Keeping the display stands looking full and neat, assures us that each location will want to keep our service. Our trained and experienced staff services all locations. Some locations require restocking twice each week. Some examples include Rensselaer Amtrak Station and Crossgates Mall.

### **BROCHURE REQUIREMENTS:**

For optimum display, brochures should measure approximately 4" x 9" or 4" x 11" and display vertically. The top third of the brochure will be visible. Please consult us for estimates of needed quantities of your brochure. There are many factors, which lead us to estimate quantities. We can accommodate oversized brochures. We will quote these separately.

**Berkshire Brochure Display**  
**Albany Capital Region Locations**

**Cultural/Educational/ Corporate/State Government**

**Non-lodging Locations**

Albany Institute of Hist. & Art  
Proctors Theatre (lobby)  
The Palace Theatre  
Capital Rep Theatre  
Shaker Heritage Society  
RPI Campus Center  
Russell Sage Campus Center  
Lally School of Management  
Amtrak St -Rensselaer  
Amtrak St.-Schenectady  
General Aviation Gate- (Millionaire) ALB Airport  
N.Y. Independent Systems Op.  
Met Life  
Wade Tours & Charters  
Washington Park Info Center  
Albany Yacht Club (s)  
Sanctuary for Independent Media, Troy

**New York State Gov't**

**Empire State Plaza Complex**

**Brochure Display racks are strategically located to provide brochures to personnel and visitors in the following locations**

Plaza Concourse (4 locations)  
New York State Capital  
Cultural Education Ctr \*  
Corning Tower Observ.Deck  
Plaza Convention Ctr  
N.Y. State Archives & Library\*  
Egg Performing Arts Ctr  
N.Y. State Legislature  
4 N. Y. State Agency Towers  
Justice Building  
The Vietnam Memorial  
Plaza Concourse Food Court

**Greater Albany**

**Travelers/Visitor's Lodging Locations ~**

Hampton Inn - Wolf Rd  
Hilton Garden Inn – past Alb Arpt\*  
Hampton Inn – Downtown\*  
Albany Ramada Inn, Everett Rd  
Motel 6, Everett Rd  
Quality Inn, HamburgSt, Rotterdam  
Albany Hilton\*

Best Western – Wolf Rd  
Hilton – Wolf Rd  
Marriott – Wolf Rd  
Homewood Suites – Wolf Rd.  
Courtyard by Marriot \*

**Latham**

Latham Inn (2 loc)  
Ramada Inn  
Super 8 Motel  
Marriott Towne Place Suites  
Red Roof Inn  
Hampton Inn-Albany/Latham\*  
Comfort Inn  
Howard Johnson- Latham  
Marriot Residence Inn  
Comfort Inn  
Century House

**Clifton Park**

Best Western  
Red Roof Inn

**Troy**

Hilton Garden Inn

**E. Greenbush & Scodack**

Fairfield Inn & Suites  
Residence Inn, Rt 4  
Holiday Inn Express  
Best Value Inn  
Knights Inn

**Schenectady**

Comfort Inn & Business Ctr – Miller Rd  
Hampton Inn\*  
Days Inn  
Courtyard by Marriott\*  
Double Tree by Hilton\*  
Redwood Diner

**Sandlake & Averill Park**

Sand Lake Art Center  
Sunoco

\* Location's brochure rack  
or our client's brochures are offered.  
All brochures are subject to locations  
.



**Berkshire Brochure Display**  
**Region # 3 ~ Columbia County, NY Locations**

**Hudson Amtrak Station**  
Hudson

**Olana Cottage**  
Hudson

**Olana Visitor Center**  
Hudson

**Four Brothers Pizza Inn**  
Hillsdale

**Holiday House Motel**  
Hillsdale

**Fox Hill Camp Ground**  
Austerlitz (s)

**Woodland Hills Campground**  
Austerlitz (s)

**White Stone Café**  
Ghent

**Berkshire Spur Travel Lodge**  
Canaan

**Inn at Silver Maple Farm**  
Canaan (ltd)

**Chatham Motor Lodge**  
Chatham

**Glenn's Eatzerria**  
Chatham

**Chatham Brewery**  
Chatham

**Our Daily Bread**  
Chatham

**Blue Spruce Motel**  
Valatie

**Dave's Market**  
Stephentown

**Loves Travel Plaza info**  
Center, Canaan, NY

**Golden Harvest Farms Info Ctr**  
Valatie

**Theater Barn**  
New Lebanon (s)

**Jackson's Restaurant**  
Old Chatham

**Old Chatham Country Store**  
Old Chatham

**Martindale Diner**  
Craryville

**St. Charles Hotel**  
Hudson

**Mario's**  
New Lebanon

**Bucky's Bagel**  
New Lebanon

**New Lebanon Town Hall**  
New Lebanon

**Mac-Haydn Theatre**  
Chatham (s)

**Broad Street Bagel**  
Kinderhook

**Schodack Island State Park**  
Schodack

**Silvanus Lodge**  
Hillsdale

**Copake Town Hall**  
Copake

**Hudson Hall**  
Hudson

**Copake Campground**  
West Copake

**Waubeeke Campground**  
Copake

**The Vanderbuilt House**  
**Inn and Restaurant,**  
Philmont

**Mt. Merino Inn**  
Hudson

**Firefighting Museum**  
Hudson (ltd)

**Love Apple Farm**  
Ghent

**Elm Tree Motel**  
Craryville

**Church St. Deli & Pizza**  
Copake

**Yorkshire Motel**  
Craryville

**Kozels Restaurnat**  
Ghent

**Lebanon Valley Speedway**  
New Lebanon

**Mt. Lebanon Shaker**  
New Lebanon (s)

**Arthur Lee**  
Red Rock

**The Wick Hotel**  
Hudson (ltd)

(s)summer (w) winter

\* Note: Locations may vary each season

**Berkshire Brochure Display**  
**Region # 4 ~ Northwestern Connecticut Locations**

**Salisbury Town Hall**  
Salisbury

**Elyse Harvey Real Estate**  
Salisbury

**Nobel Horizons**  
Salisbury (ltd)

**Lakeville Town Grove Beach**  
Lakeville (s)

**The Wake Robin Inn**  
Lakeville (ltd)

**The Inn at Iron Masters**  
Lakeville

**The Interlaken Inn**  
Lakeville (ltd)

**The Boathouse Restaurant**  
Lakeville

**Geer Village**  
Canaan

**Wood Creek Grill**  
Norfolk (ltd)

**Hunt Library**  
Falls Village

**Falls Village Inn**  
Falls Village (ltd)

**Sharon Farmers Market**  
Sharon

**Canaan YMCA**  
Canaan

**Lone Oak Campground Resort**  
E. Canaan

**Freund's Farm Market**  
E. Canaan

**Falls Village/Canaan Town  
Hall, Falls Village**

**Blackberry River Inn**  
Norfolk

**Options Institute**  
CT/MA Border

**Mountain View Green Retreat**  
Norfolk

**The Norfolk Library**  
Norfolk

**Land of Nod**  
Canaan

**The White Hart**  
Salisbury (ltd)

**Norfolk Chamber Music**  
Norfolk (s)

**The Manor House Inn**  
Norfolk

**Berkshire Country Store**  
Norfolk

**Sharon Country Inn**  
Sharon

**Tri-Arts Theatre Institute @  
Sharon Playhouse**  
Sharon (s)

**Sharon Hospital ER**  
Sharon

**Rock Hill Inn \***  
Colebrook

**Collins Diner**  
Canaan (ltd)

**Great Falls Brewery**  
Canaan

\* Location's rack. Note: Distribution  
Note: Locations may vary each season

**Berkshire Brochure Display**  
**Region # 5 ~ Saratoga Region Locations**

Since June '08 Berkshire Brochure Display has been installing brochure display racks in Saratoga County. It has been our intention during this installation to target only "Quality" high traffic venues where our client's prospective visitors will most likely be found. The locations below already have our displays installed or are being supplied with brochures by our service reps. The display installations are an ongoing process and will resume in the spring of 2019.

**Displays are currently at the following locations:**

Naval Support Activity Base - 5 display locations (5-8,000 military personnel)  
The Gideon Putnam Hotel - front desk @ Saratoga State Park  
The Hall of Springs – lobby @ Saratoga Performing Arts Center  
Saratoga Springs Visitors Center – Downtown Saratoga Springs  
The Washington Inn - South Broadway (summer only)  
The Inn at Saratoga - Lobby, Broadway (near downtown)  
Hampton Inn - concierge, downtown  
Hilton Garden Inn - Front Desk, Broadway (ltd)  
Residence Inn by Marriott - Lobby, Excelsior Avenue  
Holiday Inn and Conference Center - Broadway  
Best Western Park Inn - South Broadway (Rte 9)  
The Carriage House Inn - South Broadway  
Courtyard by Marriot - (ltd)  
Saratoga Downtowner Motor Inn - We service the location's built-in displays.  
The Saratoga Hilton  
Adelphi Hotel  
Longfellows Hotel  
Roosevelt Inn Suites  
Saratoga Arms  
Hometown Suites - (ltd)  
Spa Little Theatre - Saratoga State Park  
The National Museum of Racing - Union Avenue  
The New York State Military Museum - Lake Avenue  
National Museum of Dance - (ltd)  
Saratoga Springs Visitors Center – Downtown Saratoga Springs  
The National Museum of Racing - Union Avenue  
Homemade Theater  
The Case Campus Center - Skidmore College and Tang Museum  
The Children's Musuem  
Saratoga County Arts Council - The Arts Center, Downtown Saratoga  
Medbery Inn – Downtown, Balston Spa  
Best Western - Clifton Park  
Red Roof Inn - Clifton Park  
Latham Inn - Latham  
Century House - Latham  
Quality Inn - Latham

## Kevin Filchak

---

**From:** Kimberly Kowalski <kkowalski@ctmmedia.com>  
**Sent:** Wednesday, February 05, 2020 2:46 PM  
**To:** Kevin Filchak  
**Subject:** RE: Sturbridge Visitor Guides  
**Attachments:** Town of Sturbridge 2020 Proposal.pdf; BO\_S\_CentralMA\_1440.pdf; ST\_S\_SouthernNewEnglandAAA\_1561.pdf; ST\_M\_Interstate84\_91CT\_1050.pdf; BO\_S\_BostonAttr&InfoCenters\_1410.pdf

Hi Kevin,

I've attached a Proposal packet to get Town of Sturbridge launched and start targeting tourists while they are in the area, looking for things to do and ways to spend their money. Hotels are starting to request new material for the spring so it's ideal timing to get your guides into our stands.

Option A includes our Central MA Hotels which features over 70 hotels in Sturbridge, Worcester, Framingham, etc. This will give you some great local exposure for your guides. I've also included our Southern New England AAA sector which will give you coverage in MA, RI, and CT. Many travelers use AAA to plan their trips so these are ideal locations to be included in. Our Interstate 84 & 91 sector will put your guides in over 120 high traffic hotels stretching into CT. And the last sector I've included here is our Boston Attractions & Info Centers. These include high traffic locations such as Boston City Hall, the World Trade Center, and the Salem Witch Museum. I've attached full location lists for all 4 sectors.

This option would give you the most extensive exposure for the Town.

Option B includes just Central MA, Southern New England AAA, and Interstate 84 & 91.

Option C includes just Central MA and Southern New England AAA.

I will send monthly Movement Reports so you can see how well your guides are moving.

Please let me know your thoughts- I can get everything in the works for you and have your guides in stands soon!

Best,  
Kim

Kim Kowalski  
Media Consultant  
ctmmediagroup.com | visitorfun.com  
(office) 617.275.5894  
Every great adventure starts with a moment of discovery



---

**From:** Kevin Filchak <kfilchak@sturbridge.gov>  
**Sent:** Wednesday, February 5, 2020 12:02 PM  
**To:** Kimberly Kowalski <kkowalski@ctmmedia.com>  
**Subject:** RE: Sturbridge Visitor Guides

Yes please send me an updated proposal. I'd like to see (A) the prices for this, and (B) your distribution area.

Thank you.

Best,  
Kevin Filchak

~~~~~  
**KEVIN FILCHAK, M.P.A.**  
Town of Sturbridge  
Economic Development and Tourism Coordinator  
[kfilchak@sturbridge.gov](mailto:kfilchak@sturbridge.gov)  
(508) 347-2500 ext. 1411  
~~~~~

---

**From:** Kimberly Kowalski [<mailto:kkowalski@ctmmedia.com>]  
**Sent:** Wednesday, February 05, 2020 12:01 PM  
**To:** Kevin Filchak  
**Subject:** RE: Sturbridge Visitor Guides

Good morning Kevin,  
Hope you're doing well!

When we last spoke you were going through a marketing study and I wanted to see if you'd made any decisions on distributing your guides?

We work with many local towns and DMOs to distribute their guidebooks for them and we'd love to get Sturbridge that same great exposure!

Would you like me to send over an updated Proposal?

Best,  
Kim

Kim Kowalski  
Media Consultant  
[ctmmediagroup.com](http://ctmmediagroup.com) | [visitorfun.com](http://visitorfun.com)  
(office) 617.275.5894  
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---

**From:** Kimberly Kowalski  
**Sent:** Tuesday, November 12, 2019 3:26 PM  
**To:** Kevin Filchak <[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)>  
**Subject:** RE: Sturbridge Visitor Guides

Hi Kevin,

Thank you for letting me know!

Best,  
Kim

Kim Kowalski

Media Consultant

ctmmediagroup.com | visitorfun.com

(office) 617.275.5894

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---

**From:** Kevin Filchak <[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)>

**Sent:** Tuesday, November 12, 2019 3:23 PM

**To:** Kimberly Kowalski <[kkowalski@ctmmedia.com](mailto:kkowalski@ctmmedia.com)>

**Subject:** Re: Sturbridge Visitor Guides

Kim,

Currently we're going through a marketing study. Our consultant is looking into the best avenues for us to advertise. For now we're going to hold off on any advert opportunities such as this until we have some feedback from our consultant.

We'll keep your name on file.

Thank you.

Best,  
Kevin

~~~~~

Kevin Filchak, M.P.A.

Town of Sturbridge

Economic Development and Tourism Coordinator

(508) 347-2500 ext. 1411 (direct)

[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)

Center Office Building

301 Main Street

Sturbridge, MA 01566

~~~~~

**Kimberly Kowalski** <[kkowalski@ctmmedia.com](mailto:kkowalski@ctmmedia.com)> writes:

Hello Kevin,

Have you had a chance to review the proposals with your committee?

It's a great time of year to get some exposure for the city! We're getting in a new Holiday piece from Old Sturbridge Village this week but we'd love to start promoting all of Sturbridge.

Best,  
Kim

Kim Kowalski  
Media Consultant  
ctmmediagroup.com | visitorfun.com  
(office) 617.275.5894  
Every great adventure starts with a moment of discovery



**From:** Kimberly Kowalski  
**Sent:** Wednesday, August 28, 2019 11:00 AM  
**To:** 'Kevin Filchak' <[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)>  
**Subject:** RE: Sturbridge Visitor Guides

Great thanks Kevin!

Kim Kowalski  
Media Consultant  
ctmmediagroup.com | visitorfun.com  
(office) 617.275.5894  
Every great adventure starts with a moment of discovery



**From:** Kevin Filchak <[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)>  
**Sent:** Wednesday, August 28, 2019 9:41 AM  
**To:** Kimberly Kowalski <[kkowalski@ctmmedia.com](mailto:kkowalski@ctmmedia.com)>  
**Subject:** Re: Sturbridge Visitor Guides

Kim,

Nothing yet. I have to run this by my committee first. I can't make this decision, but the next time they meet it will be on the agenda.

Thank you for your patience.

Best,  
Kevin

~~~~~  
Kevin Filchak, M.P.A.  
Town of Sturbridge  
Economic Development/Tourism Coordinator

508-347-2500 ext. 1411  
[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)

Center Office Building  
301 Main Street, 2nd Floor  
Sturbridge, MA 01566

[www.town.sturbridge.ma.us/for-business](http://www.town.sturbridge.ma.us/for-business)  
[www.town.sturbridge.ma.us/for-visitors](http://www.town.sturbridge.ma.us/for-visitors)  
~~~~~

**Kimberly Kowalski** <[kkowalski@ctmmedia.com](mailto:kkowalski@ctmmedia.com)> writes:

Good morning Kevin,  
Hope you're having a great week!

Did you have any questions on the information I sent over? We're getting more and more requests from Central MA hotels for things to do this fall- we'd love to send them the Town of Sturbridge guides!

Best,  
Kim

Kim Kowalski  
Media Consultant  
[ctmmediagroup.com](http://ctmmediagroup.com) | [visitorfun.com](http://visitorfun.com)  
(office) 617.275.5894  
Every great adventure starts with a moment of discovery



**From:** Kimberly Kowalski  
**Sent:** Monday, August 19, 2019 11:14 AM  
**To:** 'Kevin Filchak' <[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)>  
**Subject:** RE: Sturbridge Visitor Guides



Good morning Kevin,  
It was great speaking with you last week!

We can definitely get the Town of Sturbridge some additional exposure! We're always getting requests from hotels in Central MA for more information on local things to do- your guide would be the perfect resource for them!

I've attached a Proposal packet which includes 2 sample proposals.

The first includes all of our 70+ Central MA hotels (full locations list attached). This campaign would give you extensive local exposure in Sturbridge and the surrounding cities.

The second proposal includes the Central MA hotels as well as our Boston Attractions & Info Center program. This includes high traffic locations such as the World Trade Center, Boston City Hall, and the Boston Transportation Building just to name a few! Thousands of tourists and visitors pass through these locations every week looking for additional things to do.

Old Sturbridge Village currently has their brochure in the Central MA hotels and Boston Attractions & Info Centers so both of these would be a great fit for the Town as well.

I know you mentioned you already have some guides printed which is great! If you went with just the Central MA hotels we would need 8,000 guides and if you also did the Boston Attractions & Info Centers we'd need about 15,000 for 6 six months.

I'm happy to schedule another call or a meeting to talk through everything if that's easier- let me know what works for you!

Best,  
Kim

Kim Kowalski

Media Consultant

[ctmmediagroup.com](http://ctmmediagroup.com) | [visitorfun.com](http://visitorfun.com)

(office) 617.275.5894

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**From:** Kimberly Kowalski

**Sent:** Thursday, August 15, 2019 9:52 AM

**To:** 'Kevin Filchak' <[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)>

**Subject:** RE: Sturbridge Visitor Guides

Hi Kevin,  
I'll call you this afternoon.

Thanks!  
Kim

Kim Kowalski

Media Consultant

ctmmediagroup.com | visitorfun.com

(office) 617.275.5894

Every great adventure starts with a moment of discovery



**From:** Kevin Filchak <[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)>

**Sent:** Thursday, August 15, 2019 9:41 AM

**To:** Kimberly Kowalski <[kkowalski@ctmmedia.com](mailto:kkowalski@ctmmedia.com)>

**Subject:** Re: Sturbridge Visitor Guides

You can call my office between 3:30 and 4:30 today. If that does not work it will have to wait until next week.

Best,

Kevin

~~~~~  
Kevin Filchak, M.P.A.

Town of Sturbridge

Economic Development/Tourism Coordinator

508-347-2500 ext. 1411

[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)

Center Office Building

301 Main Street, 2nd Floor

Sturbridge, MA 01566

[www.town.sturbridge.ma.us/for-business](http://www.town.sturbridge.ma.us/for-business)

[www.town.sturbridge.ma.us/for-visitors](http://www.town.sturbridge.ma.us/for-visitors)  
~~~~~

**Kimberly Kowalski** <[kkowalski@ctmmedia.com](mailto:kkowalski@ctmmedia.com)> writes:

Good morning,

I recently came across some of the Sturbridge Visitor Guides in our brochure stands and they are very well done! We work with several businesses in the area including Old Sturbridge Village so I know there's a lot to see and do.

Would you have some time today or tomorrow for a call? We can help you with distributing your guides!

Best,

Kim

Kim Kowalski

Media Consultant

ctmmediagroup.com | visitorfun.com

(office) 617.275.5894

Every great adventure starts with a moment of discovery



**From:** Kimberly Kowalski

**Sent:** Wednesday, August 7, 2019 3:48 PM

**To:** 'kfilchak@town.sturbridge.ma.us' <kfilchak@town.sturbridge.ma.us>

**Subject:** Sturbridge Visitor Guides

Good afternoon,

I hope this message finds you well!

My name is Kim and I'm with CTM Media – we market to tourists and visitors in Massachusetts.

We work with towns and businesses similar to yours to reach the tourist and visitor while they are in market, looking for things to do (and ways to spend their money!). Some of our customers include Old Sturbridge Village and Discover Central MA.

Here is a short video that gives you a better idea of who we are and what we do:

[https://www.youtube.com/watch?v=9\\_2CpWXdXYg](https://www.youtube.com/watch?v=9_2CpWXdXYg)

Could you kindly point me in the direction of who I should contact regarding this? We recently found some of your guides in our stands so we'd love to set up a distribution plan so we can distribute them for you!

I look forward to hearing from you!

Best,

Kim

Kim Kowalski

Media Consultant

[ctmmediagroup.com](http://ctmmediagroup.com) | [visitorfun.com](http://visitorfun.com)

(office) 617.275.5894

Every great adventure starts with a moment of discovery









Hi Kevin,

Enclosed are 3 proposals for your review.

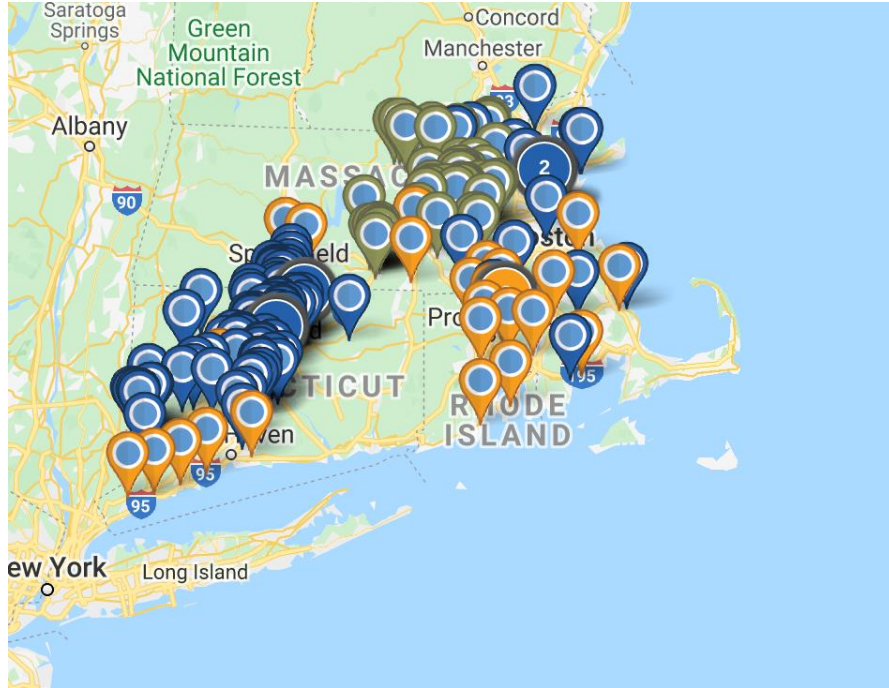
Happy to discuss any questions!

Best Regards,

Kim Kowalski

CTM Media Group

# Option A



Visitor Program: Central Massachusetts Hotels  
Visitor Program: Southern New England AAA Program  
Visitor Program: Interstate 84 & 91 (CT) Hotels  
Visitor Program: Boston Attractions & Info Centers

Contract Duration      04/01/2020 - 09/30/2020

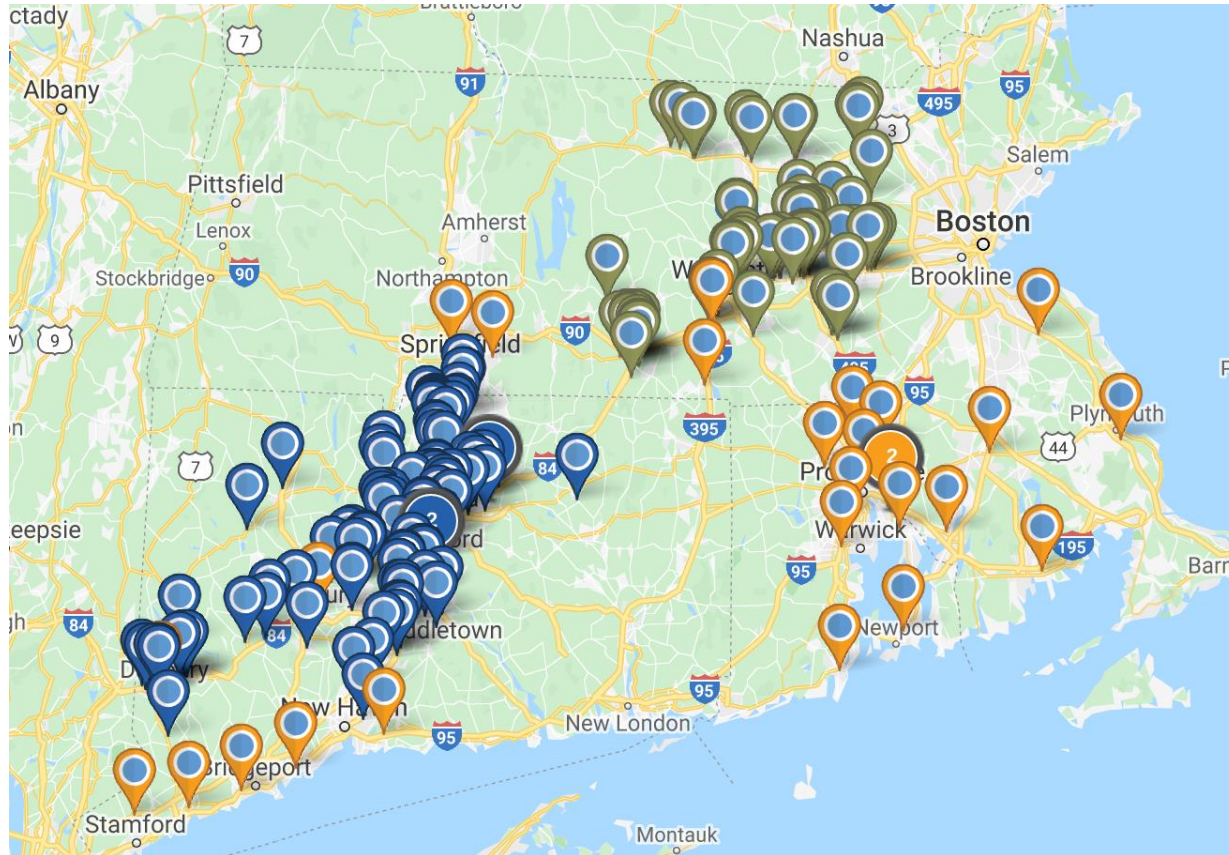
---

Your Total Investment      \$1,100.00 per month / \$6,600.00 for 6 months

Proposal valid for 30 days



# Option B



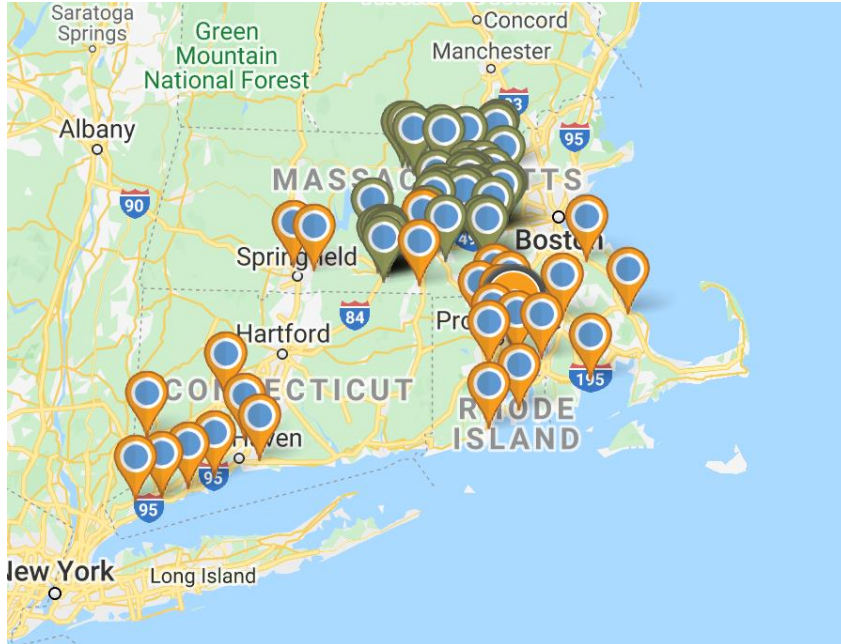
Visitor Program: Central Massachusetts Hotels  
Visitor Program: Southern New England AAA Program  
Visitor Program: Interstate 84 & 91 (CT) Hotels

Contract Duration 04/01/2020 - 09/30/2020

Your Total Investment \$800.00 per month / \$4,800.00 for 6 months

Proposal valid for 30 days

# Option C



Visitor Program: Central Massachusetts Hotels

Visitor Program: Southern New England AAA Program

Contract Duration      04/01/2020 - 09/30/2020

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Your Total Investment      \$500.00 per month / \$3,000.00 for 6 months

Proposal valid for 30 days



# Timing is everything

We put you on their radar,  
in their hands, at the moment  
they make a decision.



Kimberly Kowalski • Media Consultant  
(617) 275-5894 • [kkowalski@ctmmedia.com](mailto:kkowalski@ctmmedia.com)





Every great adventure starts with a moment of discovery.

## Central Massachusetts Hotels | Visitor Program

**Estimated Annual Audience: 4,032,970**

1000 TRAILS CAMPGROUND, STURBRIDGE, MA ###  
AMERICAN HERITAGE MUSEUM, HUDSON, MA  
BEECHWOOD INN, WORCESTER, MA  
BEST WESTERN - MILFORD, MILFORD, MA  
BEST WESTERN - ROYAL PLAZA HOTEL, MARLBORO, MA  
CLASSIC INN & SUITES, WEST BOYLSTON, MA  
COLONIAL HOTEL BY CLARION, GARDNER, MA  
COMFORT INN - AUBURN, AUBURN, MA  
COMFORT INN & SUITES - STURBRIDGE, STURBRIDGE, MA  
COPPER LANTERN, WEST BROOKEFIELD, MA  
COURTYARD BY MARRIOTT - MARLBOROUGH, MARLBOROUGH, MA  
COURTYARD BY MARRIOTT - MILFORD, MILFORD, MA  
COURTYARD BY MARRIOTT - WESTBORO, WESTBORO, MA  
DAYS INN - SHREWSBURY, SHREWSBURY, MA  
DOUBLETREE HOTEL - LEOMINSTER, LEOMINSTER, MA  
DOUBLETREE HOTEL - WESTBOROUGH, WESTBOROUGH, MA  
ECONO LODGE - FRAMINGHAM, FRAMINGHAM, MA  
ECONO LODGE - NORTHBORO, NORTHBORO, MA  
ECONO LODGE - STURBRIDGE, STURBRIDGE, MA  
ECONO LODGE - SUTTON, SUTTON, MA  
ECONOMY LODGE - STURBRIDGE, STURBRIDGE, MA  
EMBASSY SUITES - MARLBOROUGH, MARLBOROUGH, MA  
EXTENDED STAY AMERICA - MARLBOROUGH, MARLBOROUGH, MA  
EXTENDED STAY AMERICA - WESTBOROUGH, WESTBOROUGH, MA  
EXTENDED STAY DELUXE - WESTBORO, WESTBOROUGH, MA  
EXTENDED STAY HOTEL - WESTBORO, WESTBOROUGH, MA  
FAIRFIELD INN - AUBURN, AUBURN, MA  
FAIRFIELD INN - SUDBURY, SUDBURY, MA  
FAIRFIELD INN & SUITES - MILFORD, MILFORD, MA  
FLAGG RV CENTER, WEST BOYLSTON, MA  
GREEN ACRES MOTEL, STURBRIDGE, MA  
HAMILTON INN, STURBRIDGE, MA  
HAMPTON INN - AUBURN, AUBURN, MA  
HAMPTON INN - MARLBOROUGH, MARLBOROUGH, MA  
TRAVELODGE - BOSTON/NATICK, NATICK, MA  
WARREN CONFERENCE CTR & INN, ASHLAND, MA  
WESTBORO INN, WESTBORO, MA

HAMPTON INN - STURBRIDGE, STURBRIDGE, MA  
HAMPTON INN - WESTFORD, WESTFORD, MA  
HAMPTON INN/BOSTON - NATICK, NATICK, MA  
HAMPTONNN INN - WESTBOROUGH, WESTBOROUGH, MA  
HILTON GARDEN INN - DEVENS, DEVENS, MA  
HILTON GARDEN INN - WORCESTER, WORCESTER, MA  
HOLIDAY INN - MARLBOROUGH, MARLBOROUGH, MA  
HOLIDAY INN - WORCESTER, WORCESTER, MA  
HOLIDAY INN EXPRESS - HUDSON, HUDSON, MA  
HOLIDAY INN EXPRESS - MILFORD, MILFORD, MA  
HOLIDAY INN EXPRESS - STURBRIDGE, STURBRIDGE, MA  
HOMEWOOD SUITES - WORCESTER, WORCESTER, MA  
LA QUINTA - AUBURN, AUBURN, MA  
LA QUINTA - MILFORD, MILFORD, MA  
LA QUINTA - STURBRIDGE, STURBRIDGE, MA  
MARLBOROUGH REGIONAL COC, MARLBOROUGH, MA  
MOTEL 6 - LEOMINSTER, LEOMINSTER, MA  
MOTEL 6 - WESTBORO, WESTBORO, MA  
OLD STURBRIDGE INN & REEDER FAMILY LODGES, STURBRIDGE, MA  
OLIVER WIGHT TAVERN, STURBRIDGE, MA  
PUBLIC HOUSE, STURBRIDGE, MA  
QUALITY INN - MARLBORO, MARLBORO, MA  
QUALITY INN - WORCESTER, WORCESTER, MA  
RESIDENCE INN - CONCORD, CONCORD, MA  
RESIDENCE INN - MARLBORO, MARLBORO, MA  
RESIDENCE INN - WESTBOROUGH, WESTBOROUGH, MA  
RESIDENCE INN - WESTFORD, WESTFORD, MA  
RESIDENCE INN - WORCESTER, WORCESTER, MA  
RODEWAY INN - WESTMINSTER, WESTMINSTER, MA  
SCOTTISH INN, STURBRIDGE, MA  
SHERATON HOTEL - FRAMINGHAM, FRAMINGHAM, MA  
SPRINGHILL SUITES - DEVENS, DEVENS, MA  
STURBRIDGE HOST HOTEL, STURBRIDGE, MA  
SUPER 8 MOTEL - GARDNER, GARDNER, MA  
WESTFORD REGENCY, WESTFORD, MA  
WESTMINSTER TOWN HALL, WESTMINSTER, MA

\* Locations are subject to change without notice.

Estimated annual audience figures are based on average hotel occupancy rates, number of hotel rooms, annual visitor attendance and other seasonal estimates.

## Location's Own Stand

\*\* Local Brochures Only

++French/English Bilingual Material Only

~ Visitor Digital Touch Screen

# Non Standard Display Stand

\* Concierge Use Only

^ Winter Service Only

+ Multi-Network Location

### Summer Service Only

\*\*\* Front Desk Delivery Only

+++ Members Only

**Total locations 73**  
**Thursday, January 16,**  
**2020**

**CTM Media Group Phone**  
**# 1.800.888.2974**



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## Central Massachusetts Hotels | Visitor Program

**Estimated Annual Audience: 4,032,970**

### Distribution Center

#### Boston

6172755889 Mon-Fri 8am - 3pm

30 B Sixth Road, Woburn, MA 01801

Delivery made to rear of building on Gill Street

Keith Wallace

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+ Multi-Network Location

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## Southern New England AAA Program | Visitor Program

AAA - HAMDEN, HAMDEN, CT

AAA - AUBURN, AUBURN, MA

AAA - BARRINGTON, BARRINGTON, RI

AAA - BRANFORD, BRANFORD, CT

AAA - CRANSTON, CRANSTON, RI

AAA - CUMBERLAND, CUMBERLAND, RI

AAA - DANBURY, DANBURY, CT

AAA - EAST PROVIDENCE, EAST PROVIDENCE, RI

AAA - EAST PROVIDENCE, EAST PROVIDENCE, RI

AAA - FAIRFIELD, FAIRFIELD, CT

AAA - FAIRHAVEN, FAIRHAVEN, MA

AAA - GREENVILLE, GREENVILLE, RI

AAA - MIDDLETOWN, MIDDLETOWN, RI

AAA - MILFORD, MILFORD, CT

AAA - NARRAGANSETT, NARRAGANSETT, RI

AAA - NORWALK, NORWALK, CT

AAA - PLYMOUTH, PLYMOUTH, MA

AAA - PROVIDENCE, PROVIDENCE, RI

AAA - RAYNHAM, RAYNHAM, MA

AAA - ROCKLAND, ROCKLAND, MA

AAA - SOMERSET, SOMERSET, MA

AAA - SOUTH ATTLEBORO, SOUTH ATTLEBORO, MA

AAA - SPRINGFIELD, SPRINGFIELD, MA

AAA - STAMFORD, STAMFORD, CT

AAA - WARWICK, WARWICK, RI

AAA - WATERBURY, WATERBURY, CT

AAA - WEBSTER, WEBSTER, MA

AAA - WEST SPRINGFIELD, WEST SPRINGFIELD, MA

## Distribution Center

### Boston

6172755889 Mon-Fri 8am - 3pm

30 B Sixth Road, Woburn, MA 01801

Delivery made to rear of building on Gill Street

Keith Wallace

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~ Visitor Digital Touch Screen

+ Multi-Network Location

**Total locations 28**  
**Thursday, January 16,**  
**2020**

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## Interstate 84 & 91 (CT) Hotels | Visitor Program

**Estimated Annual Audience: 8,466,158**

AMERICA'S BEST VALUE INN - MIDDLEFIELD, MIDDLEFIELD, CT  
AMERICA'S BEST VALUE INN - WETHERSFIELD, WETHERSFIELD, CT  
AMERICA'S BEST VALUE INN - WOLCOTT, WOLCOTT, CT  
ASPEN GREEN APARTMENTS, SIMSBURY, CT  
ASPEN WOODS, MANCHESTER, CT  
BAYMONT INN - EAST WINDSOR, EAST WINDSOR, CT  
BEAR CREEK CAMPGROUND, BRISTOL, CT  
BEST VALUE INN - MANCHESTER, MANCHESTER, CT  
BEST WESTERN - BERLIN, BERLIN, CT  
BEST WESTERN - HARTFORD, HARTFORD, CT  
BEST WESTERN - NORTH HAVEN, NORTH HAVEN, CT  
CHILDREN'S MUSEUM - WEST HARTFORD, WEST HARTFORD, CT  
CLARION HOTEL - HAMDEN, HAMDEN, CT  
COMFORT INN - EAST HARTFORD, EAST HARTFORD, CT  
COMFORT INN - EAST WINDSOR, EAST WINDSOR, CT  
COMFORT INN - MERIDEN, MERIDEN, CT  
COMFORT INN - NAUGATUCK, NAUGHTUCK, CT  
COMFORT INN - WETHERSFIELD, WETHERSFIELD, CT  
COMFORT SUITES - SOUTHTON, SOUTHTON, CT  
CONNECTICUT SCIENCE CENTER, HARTFORD, CT  
COURTYARD BY MARRIOTT - DANBURY, DANBURY, CT  
COURTYARD BY MARRIOTT - MANCHESTER, MANCHESTER, CT  
COURTYARD BY MARRIOTT - WALLINGFORD, WALLINGFORD, CT  
COURTYARD BY MARRIOTT - WINDSOR, WINDSOR, CT  
CROWNE PLAZA - CROMWELL, CROMWELL, CT  
CROWNE PLAZA - DANBURY, DANBURY, CT  
CT WELCOME CENTER - WALLINGFORD, WALLINGFORD, CT  
DAYS INN - BERLIN, BERLIN, CT ##  
DAYS INN - DANBURY, DANBURY, CT  
DAYS INN - HARTFORD, HARTFORD, CT  
DAYS INN - NEW HAVEN, NEW HAVEN, CT  
DAYS INN - RIDGEFIELD, RIDGEFIELD, CT  
DAYS INN - SOUTHTON, SOUTHTON, CT  
DAYS INN - VERNON, VERNON, CT

DAYS INN - WINDSOR LOCKS, WINDSOR LOCKS, CT  
ECONO LODGE - EAST HARTFORD, EAST HARTFORD, CT  
ECONO LODGE - PLANTSVILLE, PLANTSVILLE, CT  
ECONO LODGE - WINDSOR LOCKS, WINDSOR LOCKS, CT  
ENFIELD INN, ENFIELD, CT  
ETHAN ALLAN, DANBURY, CT  
FAIRFIELD INN - WALLINGFORD, WALLINGFORD, CT  
FAIRFIELD INN - WINDSOR LOCKS, WINDSOR LOCKS, CT ## \*\* \*\*\*\*  
FARMINGTON INN, THE, FARMINGTON, CT  
FARMINGTON MARRIOTT, FARMINGTON, CT # \*\*  
FOUR POINTS BY SHERATON, MERIDEN, CT  
HAMPTON INN - ENFIELD, ENFIELD, CT  
HAMPTON INN - FARMINGTON, FARMINGTON, CT  
HAMPTON INN - MANCHESTER, MANCHESTER, CT  
HAMPTON INN - WATERBURY, WATERBURY, CT  
HAMPTON INN - WINDSOR, WINDSOR, CT  
HAMPTON INN & SUITES ROCKY HILL, ROCKY HILL, CT  
HARTFORD/WINDSOR MARRIOTT AIRPORT HOTEL, WINDSOR, CT  
HAWTHORNE SUITES - MERIDEN, MERIDEN, CT  
HAWTHORNE SUITES BY WYNDHAM - MANCHESTER, MANCHESTER, CT  
HERITAGE HOTEL & CONFERENCE CENTER, SOUTHBURY, CT  
HILL-STEAD MUSEUM, FARMINGTON, CT  
HILTON GARDEN INN - DANBURY, DANBURY, CT  
HILTON GARDEN INN - GLASTONBURY, GLASTONBURY, CT  
HILTON GARDEN INN - WALLINGFORD, WALLINGFORD, CT  
HOLIDAY INN - EAST HARTFORD, E HARTFORD, CT  
HOLIDAY INN - ENFIELD, ENFIELD, CT  
HOLIDAY INN - SOUTHTON, SOUTHTON, CT  
HOLIDAY INN EXPRESS - MERIDEN, MERIDEN, CT  
HOLIDAY INN EXPRESS - NEWINGTON, NEWINGTON, CT  
HOLIDAY INN EXPRESS - ROCKY HILL, ROCKY HILL, CT  
HOLIDAY INN EXPRESS - WINDSOR LOCKS, WINDSOR LOCKS, CT  
HOMEWOOD SUITES - FARMINGTON, FARMINGTON, CT  
HOMEWOOD SUITES - GLASTONBURY, GLASTONBURY, CT

**\* Locations are subject to change without notice.**

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## Location's Own Stand

# Non Standard Display Stand

### Summer Service Only

\*\* Local Brochures Only

\* Concierge Use Only

\*\*\* Front Desk Delivery Only

++French/English Bilingual Material Only

^ Winter Service Only

+++ Members Only

~ Visitor Digital Touch Screen

+ Multi-Network Location

**Total locations 123**  
**Thursday, January 16,**  
**2020**

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## Interstate 84 & 91 (CT) Hotels | Visitor Program

**Estimated Annual Audience: 8,466,158**

HOMEWOOD SUITES - SOUTHTON, SOUTHTON, CT  
HOMEWOOD SUITES - WALLINGFORD, WALLINGFORD, CT  
HOMEWOOD SUITES - WINDSOR LOCKS, WINDSOR LOCKS, CT  
HOWARD JOHNSON - BETHEL, BETHEL, CT  
LA QUINTA - DANBURY, DANBURY, CT  
LA QUINTA - NEW BRITAIN, NEW BRITAIN, CT  
LA QUINTA - WINDSOR LOCKS, WINDSOR LOCKS, CT  
LAKE COMPOUNCE, BRISTOL, CT ###  
LAKE COMPOUNCE, BRISTOL, CT  
MADISON MOTOR INN, EAST HARTFORD, CT  
MANCHESTER INN, MANCHESTER, CT  
MARK TWAIN HOUSE, THE, HARTFORD, CT #  
MARON HOTEL & SUITES, DANBURY, CT #  
MICROTEL INN & SUITES - BETHEL, BETHEL, CT  
MOTEL 6 - ENFIELD, ENFIELD, CT  
MOTEL 6 - SOUTHTON, SOUTHTON, CT  
MOTEL 6 - VERNON, VERNON, CT  
MOTEL 6 - WETHERSFIELD, WETHERSFIELD, CT  
MOTEL 6 - WINDSOR LOCKS, WINDSOR LOCKS, CT  
NATHAN HALE INN & CONFERENCE CENTER, STORRS, CT  
NEW ENGLAND AIR MUSEUM, WINDSOR LOCKS, CT  
NEWBURY INN, BROOKFIELD, CT  
OLD FARMS INN - AVON, AVON, CT  
PASSPORT INN & SUITES, MIDDLETOWN, CT  
QUALITY INN - CROMWELL, CROMWELL, CT  
QUALITY INN - MERIDEN, MERIDEN, CT  
QUALITY INN - WINDSOR LOCKS, WINDSOR LOCKS, CT  
QUASSY AMUSEMENT PARK, MIDDLEBURY, CT

RAMADA PLAZA - HARTFORD, HARTFORD, CT  
RED ROOF INN - ENFIELD, ENFIELD, CT  
RED ROOF INN - HARTFORD, HARTFORD, CT  
RED ROOF INN - MERIDEN, MERIDEN, CT  
RED ROOF INN - VERNON, VERNON, CT  
RESIDENCE INN - DANBURY, DANBURY, CT  
RESIDENCE INN - HARTFORD, HARTFORD, CT  
RESIDENCE INN - HARTFORD/WINDSOR, WINDSOR, CT  
RESIDENCE INN - MANCHESTER, MANCHESTER, CT  
RODEWAY INN - EAST WINDSOR, EAST WINDSOR, CT  
RODEWAY INN - TORRINGTON, TORRINGTON, CT  
SIMSBURY INN, SIMSBURY, CT  
SOUTHBURY WYNDHAM, SOUTHBURY, CT  
SPRINGHILL SUITES - DANBURY, DANBURY, CT  
SUPER 8 - CROMWELL, CROMWELL, CT  
SUPER 8 - DANBURY, DANBURY, CT  
SUPER 8 - HARTFORD, HARTFORD, CT  
SUPER 8 - MANCHESTER, MANCHESTER, CT  
SUPER 8 - MANCHESTER, MANCHESTER, CT #  
TAVERNA AT THE ARMORY, MIDDLETOWN, CT  
THE ATLANTIC INN - DROP, WETHERSFIELD, CT  
THE LITCHFIELD INN, LITCHFIELD, CT  
TRAVEL INN MOTEL - HARTFORD, HARTFORD, CT  
TRAVELODGE - WINDSOR LOCKS, WINDSOR LOCKS, CT  
TWIN SPRUCE MOTEL, BERLIN, CT  
WALLINGFORD VICTORIAN INN, WALLINGFORD, CT  
WINDSOR C.O.C. TOURISM CENTER, WINDSOR, CT

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## Interstate 84 & 91 (CT) Hotels | Visitor Program

**Estimated Annual Audience: 8,466,158**

### Distribution Center

#### Stamford

2035489798 Mon-Fri 9am - 3pm

11 Largo Drive South, Stamford, CT 06907

2 Loading docks/Forklift at facility/No appointment necessary

Mark Layton

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## Boston Attractions & Info Centers | Visitor Program

ACADEMIC STUDENT CENTER, BOSTON, MA  
BOSTON / CAPE COD KOA CAMP GROUND, MIDDLEBORO, MA ###  
BOSTON TRANSPORTATION BUILDING, BOSTON, MA  
BULL & FINCH PUB / CHEERS, BOSTON, MA  
BUNKER HILL COMMUNITY / CAREER CENTER, BOSTON, MA  
BUTTONWOOD PARK ZOO, NEW BEDFORD, MA  
CAMP SAYRE, MILTON, MA  
CITY HALL INFORMATION - FIRST FLOOR, BOSTON, MA  
CONSTITUTION MARINA, BOSTON, MA  
DREAMLAND WAX MUSEUM, BOSTON, MA  
FLYNN CRUISEPORT BOSTON, SOUTH BOSTON, MA ###  
FORT DEVENS FAMILY RECREATION CENTER, DEVENS, MA  
HANSCOMB AIRFORCE BASE FAMILY CAMP, BEDFORD, MA ###  
HOSTELLING INTERNATIONAL, BOSTON, MA  
I- 95 NORTHBOUND-NORTH ENTRANCE - # 2, LEXINGTON, MA  
I- 95 SOUTHBOUND-SOUTH ENTRANCE - # 2, NEWTON, MA  
JOHN JOSEPH MOAKLEY COURTHOUSE - # 1, BOSTON, MA  
JOSLIN DIABETES - 3RD FLOOR, BOSTON, MA

LAWRENCE HERITAGE STATE PARK, LAWRENCE, MA  
MACY'S DOWNTOWN BOSTON INFORMATION, BOSTON, MA  
MASS BAY LINES, BOSTON, MA \*\*\*  
MINUTEMAN CAMPGROUND, LITTLETON, MA ###  
NATIONAL HERITAGE MUSEUM, LEXINGTON, MA  
NEW ENGLAND SCHOOL OF ENGLISH - JFK ST, CAMBRIDGE, MA  
NORMANDY FARMS CAMPGROUND, FOXBORO, MA ###  
OLD TOWN TROLLEY / GIFT AND TICKET STORE, BOSTON, MA  
OLD TOWN TROLLEY / TICKET STORE, BOSTON, MA  
PLIMOTH PLANTATION, PLYMOUTH, MA  
SALEM - BOSTON HARBOR CRUISES FERRY, SALEM, MA ###  
SALEM WITCH MUSEUM, SALEM, MA  
SHRINERS HOSPITAL FOR CHILDREN, BOSTON, MA  
SOUTHWICKS ZOO, MENDON, MA ###  
SUFFOLK UNIVERSITY - SOMERSET ST, BOSTON, MA  
TICKETS AND TOURS, BEDFORD, MA  
USO, BOSTON, MA \*\*\*  
WORLD TRADE CENTER, BOSTON, MA \*\*\*

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### Boston

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Keith Wallace

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**Total locations 36**  
**Thursday, January 16,**  
**2020**

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Break



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

Date: 6 February 2020  
To: General Public; Sturbridge Restaurants  
Subject: Press Release – Sturbridge Restaurant Week

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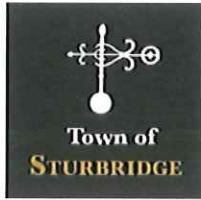
The Sturbridge Tourist Association (STA) is announcing its first ever **RESTAURANT WEEK**. In fact, in an effort to draw even more patrons to Sturbridge, the STA will be holding **RESTAURANT WEEK** over a two week period. The **RESTAURANT WEEK** will begin on 16 March and end on 29 March.

Now, unlike normal restaurant weeks, the STA's **RESTAURANT WEEK** is not asking restaurants to create a menu based on pre-fixed prices. Rather the STA will be investing up to \$3,000 in local and regional advertisements to encourage patrons to come to **every** Sturbridge restaurants during this two week period. This way every restaurant, regardless of their size, theme or menu, can participate. For this **RESTAURANT WEEK**, the STA *encourages* restaurants (but does not require them) to create a new special dish during this period to help give patrons new reasons to visit their establishments.

The goal of this **RESTAURANT WEEK** is to help highlight the many wonderful restaurants that we have here in Sturbridge and to be a boost to our local economy.

For those who have questions or comments regarding the STA's **RESTAURANT WEEK**, please contact the Economic Development and Tourism Coordinator at (508) 347-2500 ext. 1411 or [kfilchak@sturbridge.gov](mailto:kfilchak@sturbridge.gov).

Page  
Break



# Town of Sturbridge

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

Date: 6 February 2020  
To: Sturbridge Tourist Association  
Subject: EDTC – February Report

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Below is my monthly report to the STA. Please note due to the limited time between the last meeting and this meeting, it is a smaller report than normal.

As always if members have questions, comments or concerns please contact me.

## **\*\*NEW EMAIL\*\***

The Town has switched email services. My new email is [kfilchak@sturbridge.gov](mailto:kfilchak@sturbridge.gov). If you use my old email it will be forwarded to this new account.

## **Economic Development Forum**

I have been coordinating with the Town's consultant for the Commonwealth Community Compact grant to organize the Economic Development Forum on 2/13 at 6pm in the Town Hall. Members are encouraged to participate.

## **Restaurant Week**

I have coordinated with the STA Chair, Discover Central MA, Your Hometown Shopper, and the Chamber of Commerce to help promote the STA's Restaurant Week to the masses. Those efforts are detailed elsewhere in this packet.

## **Annual Reports**

All annual reports have been finalized and submitted to the Town Administrator for inclusion in the 2019 Annual Report. They have been attached to this memo for your reference.

## **TIF Agreement**

I chaired the Local Incentives Review Committee (LIRC) and helped to negotiate an agreement with New England Cold for their property at 6 Picker Road.

## **Budget Meetings**

I shadowed the Town Administrator during his initial review of the FY2021 budget, and his conversations with various department heads.



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

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Date: 6 February 2020  
To: Jeff Bridges, Town Administrator  
CC: Sturbridge Tourist Association  
Subject: 2019 Annual Report

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2019 found the Sturbridge Tourist Association (STA) create a Business of the Year award, begin the development of a robust town branding 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: Comfort Inn and Suites – Sturbridge
- 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

\*Allocated in 2019, amount will be spent in 2020.

### **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 in 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 Salvadore, STA Member  
Dawn Merriman, STA Member



# Town of Sturbridge

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

Date: 6 February 2020

To: Jeff Bridges, Town Administrator

CC: Sturbridge Tourist Association

Subject: 2019 Annual Report – Economic Development and Tourism

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2019 was a strong year for Sturbridge as it undertook a number of new programs and initiatives that supported local business and tourism. This year the Town began a study to understand the needs of its business community, invested in new programming for residents and fostered business development and expansion. A few of the key initiatives in 2019 are listed below for this report. To view a more detailed list of programs and initiatives that the Town has and is currently undertaking, please go to [www.sturbridge.gov/for-business](http://www.sturbridge.gov/for-business). There monthly reports, which are published by the Economic Development and Tourism Coordinator (EDTC), detail the Town's continuing efforts in economic development. The EDTC also encourages residents to visit [www.sturbridge.gov/for-visitors](http://www.sturbridge.gov/for-visitors) to learn about local events in the community.

## **Commonwealth Community Compact – Economic Development Self-Assessment and Benchmarking**

In 2019 the Town of Sturbridge applied for and was subsequently awarded a \$24,850 Commonwealth Community Compact grant to conduct an economic development self-assessment and community benchmarking project. The goal of the project is to better understand Sturbridge's current economic standing (i.e. strengths, weaknesses, opportunities) and to then compare the Town to five similar communities to (A) see how it compares and (B) to learn best practices. The Town will then use this information to develop a roadmap for improving economic development and tourism in Sturbridge over the coming three year period. This grant has allowed the Town to hire Boston based consultant McCabe Enterprises who, as of writing, is conducting surveys, interviews, and background research for the project. It is expected that a final report will be provided to the Town in the first half of 2020.

## **Community Events**

In coordination with the Town's Special Events Committee, the Economic Development and Tourism Coordinator helped to organize and manage the following community events during 2019:

- Spring 2019 Bonfire on the Town Common, April 2019
- Sturbridge Farmers Market, June – October 2019
- Lawn Games on the Common, August 2019
- Home of the Brave 5k, November 2019



In total each event brought hundreds of local residents to our community, fostering positive community spirit and experiences for those in attendance and the Town.

### **Tax Incentives – Policy Development and Issuance**

This year, the Town's Tax Increment Financing or TIF Policies were updated to become the Town's new Tax Incentive Policies. This change broadened the scope of the policies to better match the programs available under the Commonwealth's Economic Development Incentives Program or EDIP. The revised policy was considered and then adopted by the Board of Selectmen in August. These policies were then immediately put into practice as one business, Sturbridge Metallurgical Services, began the tax incentive process in the fall of 2019 as it prepares to expand its business in Town.

### **Business Outreach**

In 2019 town staff worked to maintain connections to the Sturbridge business community. This was accomplished through town programs including monthly newsletters, two business breakfasts (held this year in March and September), business classes (free Chokesaver classes were offered in January), and business surveys. Additionally, staff developed and implemented a simplified annual license renewal process for business owners. Finally, it must be noted that town staff have made, and continues to make, every effort to meet with and speak to local business leaders to maintain a strong and positive dialogue.

### **Support for Sturbridge Tourist Association (STA)**

The Economic Development Coordinator and the STA have improved the tourist experience in Sturbridge through the implementation of several new initiatives. In brief, 2019 saw the STA (1) award four businesses with the title of Business of the Year, (2) invest in a town wide branding and marketing initiative, (3) support local events with thousands of dollars in funding and (4) publish local visitor and trail guides. These efforts are explained in greater detail within the STA section of this annual report.

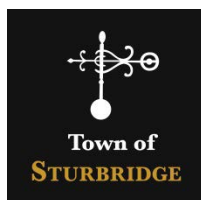
### **Summary**

Sturbridge made positive advancements in 2019, while laying important groundwork for 2020 growth. The major studies referenced will provide committees and staff with clear steps for how best to support and enhance the Sturbridge economy in the coming years. It is our continued goal to take all steps to ensure a strong and robust economy in Sturbridge for years to come.

To all those in Sturbridge who have or are considering business opportunities, we encourage you to contact the Town anytime at [www.sturbridge.gov/for-business](http://www.sturbridge.gov/for-business) and allow us to be your partners here in this great community.

Respectfully Submitted,

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



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 6 February 2020  
To: Jeff Bridges, Town Administrator  
CC: Special Events Committee  
Subject: Special Events Committee – 2019 Annual Report

2019 saw the Special Events Committee bring a number of new and exciting events to the Town of Sturbridge. Below is a list of the Committee's accomplishments in 2019.

- Spring Bonfire – On 25 April the Special Events Committee held a community bonfire on the Town Common. The event featured live music, food and drink vendors and a large bonfire. The event brought several hundred residents and visitors down to the Town Common.
- Farmers Market – Beginning in early June and ending in early October, the Sturbridge Farmer Market brought dozens of vendors and hundreds of patrons to the Town Common every Sunday. This event has proved hugely successful to Sturbridge and the Committee is proud to continue supporting this event. For more information on the market, please go to [www.sturbridgefarmersmarket.com](http://www.sturbridgefarmersmarket.com).
- Pre-Concert Lawn Games – On 22 August the Special Events Committee offered activities before the start of the summer concert series. These activities featured classic and fun lawn games for children of all ages. Families took part and enjoyed this event.
- Home of the Brave 5k – On 16 November, the Special Events Committee, Veterans Services Department and the Friends of the Senior Center partnered to host the Home of the Brave 5k, a road race to honor local Veterans. The race had over 150 runners and raised \$3,700 that was donated to Project New Hope and Veterans Inc. to support Veteran services in the region. The Committee was thrilled by the success of this event and will continue it in 2020. The Committee would also like to specifically thank the Race Director, Christine Neslusan, for her hard work and dedication to make this event possible.

The Special Events Committee is proud of what it was able to put forth for Sturbridge in 2019. To that end the Committee thanks all of the Volunteers and Town Staff who worked so hard to help organize these events. Already the Committee is actively preparing new and returning events for 2020. To keep up to date on all events here in Sturbridge, please go to [www.sturbridge.gov](http://www.sturbridge.gov) for more information.

Respectfully Submitted,

Annie Roscioli, Chair  
Kerry Carey  
Lisa Beaudin  
Mary Dowling  
Sandra Nastro