

Sturbridge Tourist Association

A Committee of the Town of Sturbridge

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

****REVISED - Regular Meeting Agenda ****

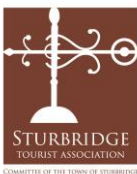
12 February 2020, 6:00pm

301 Main Street, Center Office Building, 2nd 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.

Page Break



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Meeting Agenda

12 February 2020, 6:00pm

301 Main Street, Center Office Building, 2nd 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 – Applicant Meeting
 - 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. 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.

Page Break



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Meeting

29 January 2020, 6:00pm

301 Main Street, Center Office Building, 2nd 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

Sturbridge Tourism Association Authorized Signature

Date

Page Break

FY 2019 Encumbered Funds*	24400 56551	\$ 5,285.00	\$ -	\$ 5,285.00	\$ 5,325.00	\$ (40.00)
--	-------------	-------------	------	-------------	-------------	------------

[illegible]

Community Support Allocations	
Approved by STA	\$ 23,162.00
Spent by Recipients	\$ 21,705.46
Unspent Approved Funds	\$ 1,456.54
Unassigned Funds	\$ 17,197.00
Funds Returned to STA	\$ 973.04
Total Available Funds	\$ 18,170.04

[illegible]

Marketing Allocations	
Approved by STA	\$ 102,235.00
Spent by Recipients	\$ 58,777.50
Unspent Approved Funds	\$ 43,457.50
Unassigned Funds	\$ 13,024.00
Funds Returned to STA	\$ 1,205.00
Total Available Funds	\$ 14,229.00

[illegible]

Document Guide

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

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

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

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

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

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

Item = Project approved by the STA

Allocated = Amount approved by the STA

Spent - Amount spent by the recipient

Remaining = "Allocated" - "Spent"

Date Approved = The date the STA approved the project

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

Spending Totals / Comparisons

Community Support	FY2020	FY2019	FY2018	FY2017
July	7%	5%	13%	7%
August	7%	18%	15%	9%
September	15%	43%	15%	9%
October	32%	68%	15%	9%
November	43%	84%	27%	21%
December	43%	85%	28%	21%
January	54%	85%	28%	27%
February		85%	60%	37%
March		87%	79%	58%
April		91%	80%	59%
May		95%	86%	59%
June		99%	96%	86%
Marketing	FY2020	FY2019	FY2018	FY2017
July	0%	1%	3%	0%
August	4%	11%	6%	2%
September	5%	19%	7%	5%
October	9%	32%	45%	5%
November	20%	49%	54%	25%
December	31%	70%	54%	29%
January	52%	72%	60%	32%
February		72%	48%	34%
March		78%	48%	35%
April		81%	49%	37%

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

Remaining Totals / Comparisons

Community Support	FY2020	FY2019	FY2018	FY2017
July	93%	95%	87%	93%
August	93%	82%	85%	91%
September	85%	57%	85%	91%
October	68%	32%	85%	91%
November	57%	16%	73%	79%
December	57%	15%	72%	79%
January	46%	15%	72%	73%
February		15%	40%	63%
March		13%	21%	42%
April		9%	20%	41%
May		5%	14%	41%
June		1%	4%	14%
Marketing	FY2020	FY2019	FY2018	FY2017
July	100%	99%	97%	100%
August	96%	89%	94%	98%
September	95%	81%	93%	95%
October	91%	68%	55%	95%
November	80%	51%	46%	75%
December	69%	30%	46%	71%
January	48%	28%	40%	68%
February		28%	52%	66%
March		22%	52%	65%
April		19%	51%	63%
May		16%	29%	55%
June		7%	7%	12%

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

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

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

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

Community Support - 56552	
Original Total	\$ 40,359.00
Spent	\$ 21,705.46
Revised Total	\$ 18,653.54

\$ 22,873.54

[illegible]

EDTC Salary - 51130	
Original Total	\$ 19,223.00
Spent	\$ 10,962.01
Revised Total	\$ 8,260.99

Date	Item	Expenditure	Details
7/31/2019	EDTC Salary		-
8/31/2019	EDTC Salary		-
*9/30/2019	EDTC Salary	\$ 4,384.80	-
10/31/2019	EDTC Salary	\$ 1,461.60	-
11/30/2019	EDTC Salary	\$ 1,461.60	-
12/31/2019	EDTC Salary	\$ 1,461.61	-
1/31/2020	EDTC Salary	\$ 2,192.40	-

Finance Director split billing between STA / Town

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

*Billed Quarterly

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

**Sturbridge Tourist Association
Definitions**

Community Support

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

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

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

Marketing

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

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

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

Economic Development and Tourism Coordinator Salary

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

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

Budget Reconciliation

Department	Sturbridge Tourist Association (24400)
Month	January 2020
Balance Agree	X
Balance Does Not Agree	

Explanation of Variance: N/A

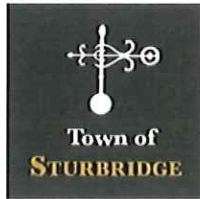

Kevin Filchak, M.P.A.

Department Head


10 February 2020

Date

Page 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

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) 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.

Funding Information

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.

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

Please see emailed budget.

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.

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.

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.

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.

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

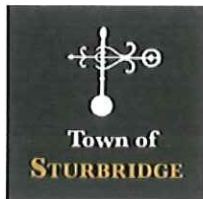
Opacum Land Trust, Tour Opacum 2020

Funding Request to Sturbridge Tourism Association

1/15/2020

Marketing/ Advertising Expenses		Notes
Digital Marketing		
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.
Print Marketing		
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.
Other Marketing		
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. https://race-mania.com/
Sub Total Marketing Expenses	\$5,112	
Event Expenses		
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.
Subtotal Event Expenses	\$1,572	
TOTAL EXPENSES	\$6,683	

Page Break



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

Page Break



Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

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

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
Total		\$176,364

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.

Page Break



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

Sturbridge Tourism Association Authorized Signature

Date

93 Munyan Road • Putnam, CT 06260
860.963.0414 • kelly@gdpublishing.com • www.gdpublishing.com

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>	May '20	June '20	July '20	August '20	Sept. '20	Oct. '20
	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 1st to April 30th = **\$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**

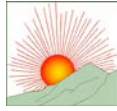
Rates for oversized brochures and digests are 1.5 times rates listed above.

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	Kripalu Center for Yoga
The Albany Symphony Orchestra	Lake George Tourism
Schenectady BID	Lebanon Valley Speedway
Arrowhead	Lenox Chamber of Commerce
Aston Magna	Mac-Haydn Theatre
Boston Symphony Orchestra	Manchester and The Mountains C.o C.
Berkshire Botanical Garden	MASS MOCA
Berkshire Choral Institute	Miles of Smiles Berkshire Maps
Berkshire County Historical Society	Miniature Theater of Chester
Berkshire Visitors Bureau	Montgomery County Tourism, NY
Berkshire Museum	Mohawk Trail Regional Tourism Assoc.
Berkshire Opera Festival	Mohawk Trail Concerts
Berkshire Scenic Railway Museum	Music Mountain Music Festival
Berkshire Theatre Festival	N. Y. Racing Association (Saratoga)
Barrington Stage Company	N Y State Office of Special Events
Bennington Arts Council	Norfolk Chamber Music
Bennington Center for the Arts	Norman Rockwell Museum
Bennington Museum	Olana Historic Site
Bentley Brook Mountain Club	Olde Stone Fort Museums
Big E	Otis Ridge Ski Area
Ski Butternut	Pine Cone Hill Outlet
Capital Rep Theater	The Porches Inn
Catskill Toursim	Proctors Theatre
Chester Theater	Red Lion Inn
Chesterwood	Robbins-Zust Marionettes
Clark Art Institute	Sanctuary for Independent Media
Catamount Ski Area	Saratoga Chamber
Close Encounters With Music	Saratoge Performing Arts Center
Columbia County Tourism Assoc.	Seneca Lake Wineries
Discover Saratoga	Shaker Museum & Library
Dutchess County Tourism	Shakespeare and Company
Edith Wharton Restoration	Shawanangunk Wine Trail
Empire State Plaza (New York)	South Mountain Concerts
Six Flags - New England	Stockbridge Chamber
Greater Springfield, MA CVB	Sturbridge Village
Greene County Tourism, NY	Tanglewood - Boston Symphony
Guthrie Center	Theater Barn
Hancock Shaker Village	Trustees of Reservations
Hildene	Vermont Attractions Association
Historic Deerfield	Williams College Museum
Schantz Gallery	Williams College Dept.of Music
Howe Caverns	Williamstown Chamber
Hunter Mountain Ski Area	Williamstown Theater Festival
Jacob's Pillow Dance Festival	Yiddish Book Center
Jiminy Peak, The Mountain Resort	Zoar Outdoors

Region #1 ~ Berkshire County Display Locations

Page 1

Sheffield

Non-Lodging

Lodging

Racebrook Lodge
Wind in the Pines

Stockbridge/ Housatonic

Non-Lodging

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

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

Stockbridge Town Hall Info Cntr.
Stockbridge Chamber of Commerce

Egremont/ Hillsdale, NY

Non-Lodging

Lodging

Mon's Cafe
Catamount Ski Area

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

Great Barrington

Non-Lodging

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

Days Inn
Briarcliff Motel
Lantern House
Travel Lodge
Monument Mtn. Motel
Mountain View Motel
Barrington Inn

Holiday Inn Express
Fairfield Inn & Suites
Wainwright Inn

West Stockbridge/Richmond

Non-Lodging

Lodging

Hilltop Orchard
Furnace Brook Winery
West Stockbridge info booth

Pleasant Valley Motel

Lenox Area

Non-Lodging

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.

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)

Lee Area

Non-Lodging

Lodging

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

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

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

Berkshire Lakeside Lodge

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

Waubeeeka 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 | visitorfun.com
(office) 617.275.5894
Every great adventure starts with a moment of discovery



From: Kimberly Kowalski
Sent: Tuesday, November 12, 2019 3:26 PM
To: Kevin Filchak <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

Every great adventure starts with a moment of discovery



From: Kevin Filchak <kfilchak@town.sturbridge.ma.us>

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

To: Kimberly Kowalski <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> 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>
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>
Sent: Wednesday, August 28, 2019 9:41 AM
To: Kimberly Kowalski <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> 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 | 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>
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 | visitorfun.com
(office) 617.275.5894

Every great adventure starts with a moment of discovery



From: Kimberly Kowalski
Sent: Thursday, August 15, 2019 9:52 AM
To: 'Kevin Filchak' <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>

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

To: Kimberly Kowalski <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> 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

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 | visitorfun.com

(office) 617.275.5894

Every great adventure starts with a moment of discovery







Hi Kevin,

Enclosed are 3 proposals for your review.

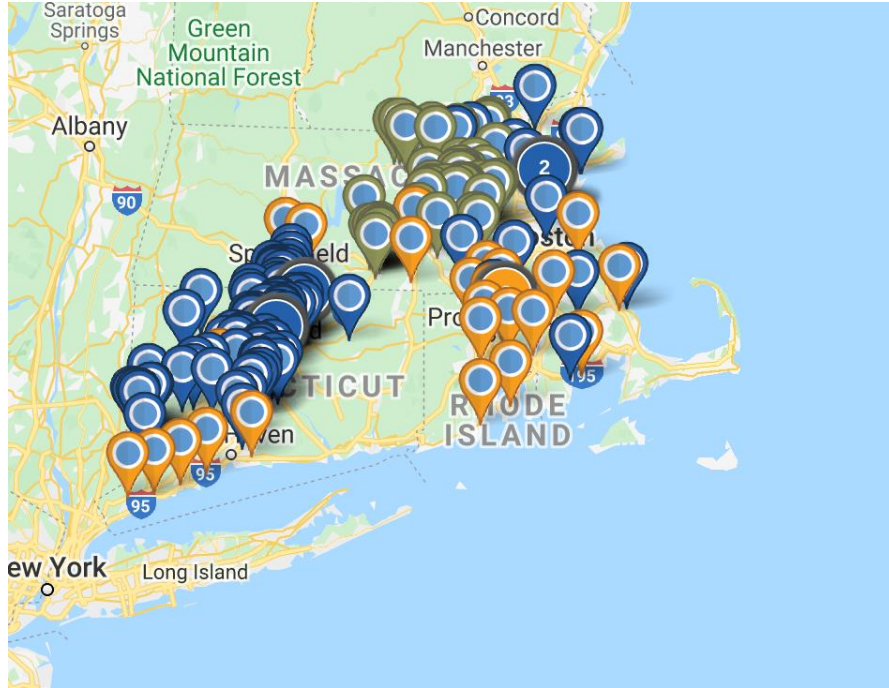
Happy to discuss any questions!

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

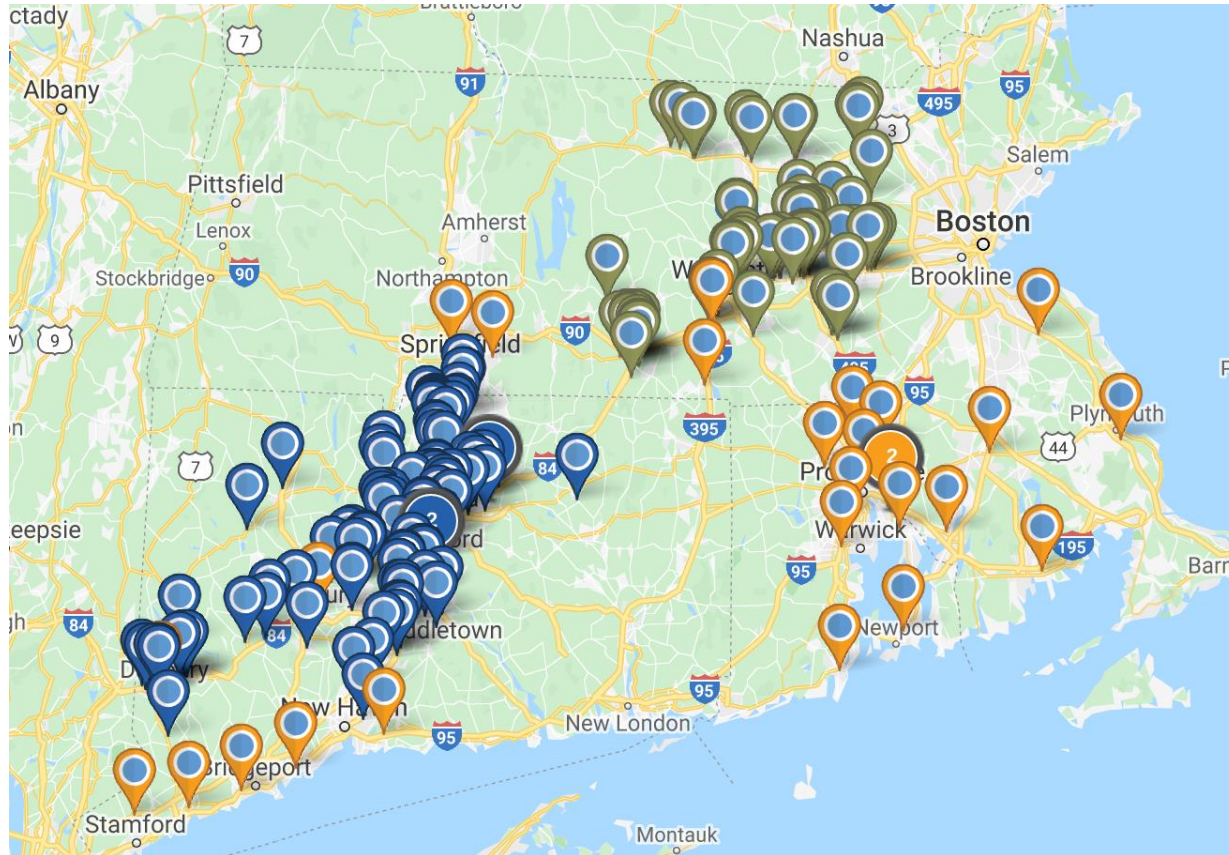
Contract Duration 04/01/2020 - 09/30/2020

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

Proposal valid for 30 days

Page 64 of 85
Last Edited: 02/10/2020

Option B



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

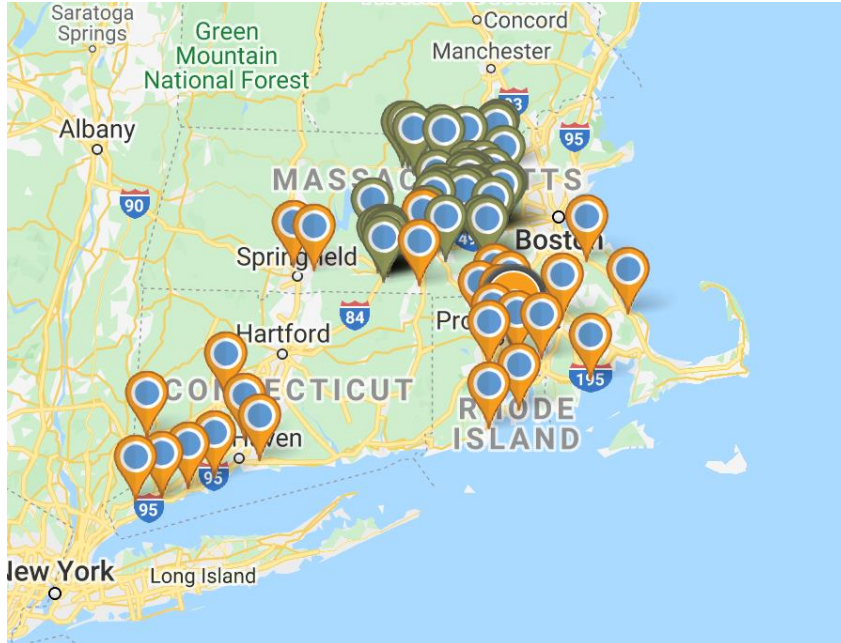
Contract Duration 04/01/2020 - 09/30/2020

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

Proposal valid for 30 days

Page 65 of 85
Last Edited: 02/10/2020

Option C



Visitor Program: Central Massachusetts Hotels

Visitor Program: Southern New England AAA Program

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

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

Proposal valid for 30 days

Page 66 of 85
Last Edited: 02/10/2020

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





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

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 73
Thursday, January 16,
2020

CTM Media Group Phone
1.800.888.2974



Every great adventure starts with a moment of discovery.

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

*** 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

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 73
Thursday, January 16,
2020

CTM Media Group Phone
1.800.888.2974



Every great adventure starts with a moment of discovery.

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

*** 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

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 28
Thursday, January 16,
2020

CTM Media Group Phone
1.800.888.2974



Every great adventure starts with a moment of discovery.

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 - SOUTHINGTON, SOUTHINGTON, 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 - SOUTHINGTON, SOUTHINGTON, 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 - SOUTHINGTON, SOUTHINGTON, 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.**

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

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

CTM Media Group Phone
1.800.888.2974



Every great adventure starts with a moment of discovery.

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

*** 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 123
Thursday, January 16,
2020

CTM Media Group Phone
1.800.888.2974



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

*** 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	# 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
CTM Media Group Phone
1.800.888.2974



Every great adventure starts with a moment of discovery.

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 ***

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

*** 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

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 36
Thursday, January 16,
2020**

**CTM Media Group Phone
1.800.888.2974**

Page 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

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.

Kevin Filchak

From: Stephanie Ramey <SRamey@discovercentralma.org>
Sent: Thursday, February 06, 2020 10:38 AM
To: Kevin Filchak
Cc: Brian Amedy
Subject: Sturbridge Restaurant Week

Hi Kevin,

Thanks for taking a few minutes to chat. Based on our conversation and the \$2,500 budget, here's what I am going to try and pull off.

Jennifer Ingham – Freelance writer. I'm going to see if she can connect with you by Friday to prepare an article (Estimated cost \$150). You'll need to have really good details available and also provide her with a contact if you would like a second quote. Think someone who is accessible based on the quick turnaround needed. Maybe a restaurant owner, chef – someone to speak to the trending food scene.

MassLive – I'm going to reach out to our past account rep and see what a \$1,500 digital campaign looks like. Maybe target 25 mile radius of town. I'll see what they recommend and CC you and Brian.

Purchase: DineInSturbridge.com and point Jen's article to that URL.

DCM will feature in an upcoming e-blast (likely 2 weeks prior, but I need to check the schedule).

DCM will promote via FB with the \$150 budget in our agreement and will add in some additional funds based on remaining dollars and our overall budget.

DCM will forward your press release to our PR agency. Not sure what they will be able to do with the quick turnaround, but worth a shot. 😊

DCM will make introduction to Edible Worcester/Edible Boston. STA to answer any questions. Can't guarantee they will do anything with this. I'll also make an introduction to Mass Foodies – maybe they will push?

STA: Leverage local contacts to distribute event details and article to their contact lists. STA will reach out to local media contacts for coverage.

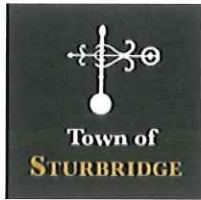
I think that's everything. I'm going to charge forth and make intros now. I'm slammed until Wed. next week, so will CC you and Brian on all communications.

Thanks!

Stephanie

Stephanie Ramey
Executive Director
Discover Central Massachusetts
(508) 753.1550 x300
sramey@discovercentralma.org

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

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. 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

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

2019 found the Sturbridge Tourist Association (STA) create a Business of the Year award, begin the development of a robust town 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 30th 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
- Visitor Guides
 - o 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 Salvatore, 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

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. 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 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 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.
- 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 for more information.

Respectfully Submitted,

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