



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

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## Regular Meeting Agenda

11 March 2020, 6:00pm

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

1. Call to Order
2. Review of Previous Minutes – 12 February 2020
3. Treasurers Report
4. Old Business
  - a. Funding Application – Second Review
    - i. Opacum Land Trust
    - ii. Great New England Craft and Artisan Shows
  - b. FY 2021 Budget Approval
  - c. Branding and Marketing Update
  - d. Restaurant Week Update
5. New Business
  - a. Funding Application – First Review
    - i. Jaguar Association of New England
    - ii. Herbfest
    - iii. Sturbridge Historical Society
    - iv. Weathervane Enterprises, Inc. (The Antique Collectibles Show)
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

12 February 2020, 6:00pm

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

**Members Present:** Brian Amedy (BA), Chair; Tom Chamberland (TC), Vice-Chair; Jeff Ardis (JA); Dawn Merriman (DM)

**Members Absent:** Nick Salvadore (excused)

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

**Guests Present:** Christine Pappas (CP), Open The Door (OTD); Craig McCarthy (CM)

1. **Call to Order** – BA called the meeting to order at 6:03pm. A quorum was present.
2. **Review of Previous Minutes – 29 January 2020** – TC noted an error in the minutes in section 5.A. motion; said motion was missing the following “[...] and to authorize the Chair and the EDTC to finalize and initiate the program.” Both TC and DM concurred with the addition as they had made the original motion. *TC MOVED to approve the motion as amended. BA seconded. APPROVED (3-0-1).*
3. **Treasurers Report** – KF provided update of budget. *TC MOVED and DM seconded to approve the report as written. APPROVED (4-0).*
4. **New Business**
  - a. **Branding and Marketing – Update from Open the Door** – CP introduced herself and her associate CM. CP explained that she is in the final stages of her research and that now they are in the strategy and tactics phase of the report. They hope to present something, including the draft brand, to the STA within the next few weeks. She noted that she had conducted forty-four stakeholder interviews and that they provided good input for her work. She explained that competitive research has been conducted and data gathered from difference resources; also said that the consumer survey had produced three-hundred and forty-six responses. CP went through the various data points that were procured via the survey. TC noted that he had posted the survey on the Sturbridge community page. CP explained the baseline data for said surveys. JA asked if the surveys were for residents, and CP said that residents were omitted from the survey. General discussion on the survey and the age of the survey respondents. CP against stated that Open The Door (OTD) is on track to complete their work soon.

CM began his presentation titled, "Understanding Travelers' Needs," explaining that this is a recap of the consumer research he had conducted. CM said that the goal of the research is to better understand why people take trips away from home, how they prepare for them and their perception of Sturbridge. He explained that there were fifteen people, aged 30 – 49 who took a trip that was at least two hours to Sturbridge. There were three categories of participants, 'light family adventures,' 'light adventure couples,' and 'historical families.' These participants were initially spoken to in October. They came from as far south as PA and as far north as the North Shore of Massachusetts. CM explained how these people were recruited for the focus group, and how they recorded their visit (via a mobile app), and how they conducted the post-visit interview. The goals of that interview were to identify: (1) goal of the visit, (2) perceptions of Sturbridge, and (3) their web site experience.

CM delved into the goals and trip planning conducted by the participants. At the core, people were looking for a change of pace, taking a longer trip to get a break. At a higher level they were seeking connection with others, and a way to remove themselves from distractions. He explained that participants wanted to explore new surroundings and to see something they do not normally see, while others were happy to see the classics. He said that participants wanted to have a shared experience, to understand the destination more deeply, get to know the locals and gain some kind of 'insider knowledge.' Based on this CM suggested that the STA think about the journey of a visitor; rather than giving directions provide a commentary about what the visitor is experiencing; ask how do we encourage conversation amongst visitors. CM said that visitors want to be travelers, not tourists; they want to hear the local perspective. BA explained that the lack of knowledge about the local history of Sturbridge by front line staff is a challenge. Members had a general discussion about giving visitors the insider's perspective of the area. CM explained how the participants planned their trip from a passive to more active process: learn the possibilities in Sturbridge, discover anchor events, fill in details for trip and verify the results of findings. CM said that participants used sources such as Buzzfeed, Thrillist, Google, newsletters, Alltrails and Untapped. They then used TripAdvisor and Yelp to verify the results of their findings. In great detail CM explained the three broad personas of people who planned their trip to Sturbridge: (1) Pamela, the precise planner, (2) Emma, the improv explorer, and (3) Tanya, the time traveler. CM noted that all follow the basic planning method mentioned earlier, just have different way of going about it. TC asked what type of media these three types are looking at; CM said that print did not come up a lot, but that digital and social media did. Said as participants get younger, the screens get smaller, they become more prevalent.

CM moved to talk about the perceptions of Sturbridge from the visits, explaining that there is not a lot of clarity there. People feel warm about Sturbridge and are open to learn more. So there are no negative barriers to overcome, but the connection to Old Sturbridge Village is low, and few are currently considering a trip to town. He explained that people recalled something being famous in Sturbridge, but couldn't associate it with the Village. CM said that he did not push the Village, nor did they come up in open ended questions. JA said that at some point the Town needs to decide what is the



balance of making Sturbridge a 'stop' location rather than a 'drive through.' CM noted that residents of CT, NY and NJ were happy to call Sturbridge a good mid-way point for trips to northern New England. CM emphasized that there was not a negative view of the community. JA asked about the geographic base for the participants, CM explained that it was spread throughout the region. JA said that one of the questions the STA has is where to place its spend in advertising. CM said that the STA will have to find some of the patterns and identify where the returns on investment are most prevalent. CM said that most of those who visited Sturbridge heard about it through family and friends, but that they were not hearing about it through social media or the internet, explaining that there is opportunity there.

CM transitioned to talk about the Sturbridge visitor website: [www.sturbridge.gov/for-visitors](http://www.sturbridge.gov/for-visitors). He explained that the correct information is presented on the website, but that the information is difficult to access, the look and feel sends the wrong message to prospective visitors. He noted that the newsletter and calendar help to provide anchor information, and the images help to bring the events to life; but that the information is difficult to access and the newsletters are not front and center but archived. He went on to say that the maps are cluttered and difficult to navigate/decipher. He explained that participants felt the information was too static and that they kept trying to find links that did not exist. He said that the look and feel of the website was that of a government website. BA talked about the Sturbridge Townships and Sturbridge.com pages, noting the value of the Townships because it covers a larger area. CM said that search engine optimization may help promote the STA's site. Members had a general discussion on the privately owned sturbridge.com website. CP suggested that the STA purchase a subsite via Civic-Plus that is more visitor friendly. CM explained that the current site was not visually engaging or current; the welcome letter has the right intent but it is too long to hold reader interest. Also said that links provided need to focus on visitors and to move the disclaimer lower on the page.

CM continued his website discussion by sharing what visitors want to see out of a web experience. Noted that two words repeatedly popped up when they talked about a great trip: Quaint (tranquil, elegant, welcome) and Authentic (unique, dynamic, multifaceted). He talked about static history and historical places that create modern feelings to it. Said visuals should focus on the tranquility and elegance of Sturbridge. He encouraged the STA to be welcoming by demonstrating our understanding of visitor needs. CM said that the STA should make it easy for people to find the things most relevant to them. CM noted that it is important for the STA to let our personality and uniqueness shine through. He said that the STA should make the newsletter content more prominent and dynamic. He encouraged the use of pictures/videos and themes to show the many sides of Sturbridge.

CM concluded his presentation by saying that visitors are open to hearing about Sturbridge but they do not know much about it. CM said it is important to understand why visitors are taking a trip and to communicate strongly with them. He noted that there are opportunities to leverage regional anchor events and promotions, create new anchor

promotions, and consider how to become a part of a trip farther north in New England. JA asked how far the marketing plan will go into this discussion; CP said that the marketing plan will cover some of this. JA asked if there are other events within reasonable distance where the STA can help to promote the event. CP said that Sturbridge is in a good position to be a hub and spoke within the region. BA said that there are partnership opportunities in the area. Members had a general discussion on partnerships with other groups, communities and businesses. Members discussed the value of personalized email responses for visitors. JA asked about ways to help start conversations about Sturbridge. CM said how one engages families with conversations about communities. KF asked how much information can be extrapolated from only fifteen participants; CM explained what information can be validated from this, and what can be generally inferred. CP said that the Town is known, but the town is just not letting people know why we're known. DM talked about the bus tours, and BA talked about the Woo Sox. JA asked about next action steps, CP said that the marketing plan is about half way done and will be now moving into strategy and tactics while graphics (logo) is developed. She anticipates layouts will be ready in the next few weeks.

- b. Funding Application – Opacum Land Trust – Initial Review** – BA provided a brief overview of the Opacum Land Trust application. BA noted that the event will take place the weekend before the Brimfield Antique Show and that Opacum had attempted to provide some economic value to the event, but he questioned its validity. BA questioned what the other event sponsors would be providing towards the event. Members had general discussions on the economic value of the event for Sturbridge; specifically they questioned the numbers that were provided in the application. TC asked if Opacum had completed a post event evaluation from their event in FY2018, KF checked and said they had not. KF also noted that Opacum had not sought funding the previous year, implying that they were able to host the event on their own. DM questioned the funding amounts requested. BA said that the questions KF had raised in his memorandum were good, but that he also wanted to see a post event evaluation for their event in 2018. Members had a general discussion on the 2019 race that they did not fund. TC said that in 2018, the STA had provided funding to many nonprofits, but that it should not be the purpose of the STA to fund events for nonprofits. DM asked what the Land Trust will be doing with the funds raised at the event, and questioned a few of the budget items on their application. BA asked that Opacum provide a breakdown highlighting what costs are necessary to host the event. DM raised questions about other budget line items. KF said that in addition to his questions, he would ask where the revenues would go, a breakdown for the costs of the event, and a better breakdown of the budget. TC asked for a post-event evaluation for 2018 and one for 29 as well. TC also asked KF to find the budget from the 2018 race. *BA MOVED to invite Opacum Land Trust to the next scheduled meeting of the Sturbridge Tourist Association to discuss their application for the Tour Opacum event after they answer the questions [posed by the STA]. DM seconds APPROVED (4-0).*

- c. Funding Application – Great New England Craft and Artisan Shows – Initial Review** – BA gave a brief overview of the application. KF and BA said that they were

unclear whether the funding was needed in FY 2020 or FY 2021. TC asked if this was a time of year where this type of event needs the funding. BA said that it was important to determine when they needed funding for their event. Members had a general discussion about the budget as it was presented. BA noted that the only marketing dollars for the event was \$500. BA concurred with KF's questions presented in his memorandum. General discussion on the block of rooms booked at the Host Hotel and the revenues that will go to the Town. TC asked for a full budget breakdown for the event to include the income and expenses for same. *BA MOVED to invite the great New England Craft and Artisan Shows to the next scheduled meeting of the Sturbridge Tourist Association to discuss their application, after they answer the questions [posed by the STA]. DM seconded. APPROVED (4-0).*

- d. **STA FY 2021 Budget Discussion** – BA and KF gave brief overview of the FY 2021 budget, noting that they were still missing salary data from the Finance Department. Members had a general discussion on the budget. JA asked about the decreasing in funding leading to a general conversation on the various reasons for the decrease. Members had a conversation about the impact of the Host Hotel and its recent sale. JA asked for a quick update on the Special Events Committee meet and greet from the week prior. Members would discuss budget again next month.
- e. **Discussion of STA Social Media Presence** – KF provided overview of the STA's twitter page and explained the history of its set up. He recommended, and the members concurred, to wait until the marketing recommendations from OTD were received and they could more effectively target the correct audiences.

## 5. Old Business

- a. **Global Design and Publishing – Visitor Guide Contract** – BA gave overview of the contract. *TC MOVED to allocate \$7950 to execute the contract with GDP for the guide. DM seconded. APPROVED (4-0).*
- b. **Brochure Rack Companies – Discussion** – BA gave overview of the brochure rack companies and their distribution locations. TC noted that the prices are for smaller documents than the STA's guides. TC suggested waiting until they heard from OTD. BA said that if they did go with these they would have to print more copies of the guide. Members agreed to pass on both plans.
- c. **Restaurant Week – Discussion** – KF provided extensive overview of the various media outlets which he and BA are using to market restaurant week. The members had a general discussion of restaurant week. BA asked if members need to canvas restaurants to help make businesses aware of this event. General discussion on marketing the event. Members reviewed the *Sturbridge Times* as a publication to promote the event in; members concurred that KF's interview in it was sufficient and decided to pass on purchasing marketing with them.

6. **EDTC Report** – KF provided a brief overview of his report, encouraged members to ask any questions. None were raised.
7. **Next Meeting** – Members decided that the next meeting would be on Wednesday, 11 March at 6pm.
8. **Adjourn** – TC MOVED BA seconded to adjourn the meeting at 8:34 pm. APPROVED (4-0).

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*Respectfully Submitted:*  
*Kevin Filchak, M.P.A.*  
*Town of Sturbridge*

DRAFT

# Page Break



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
<b>Total Available Funds</b>	<b>\$ 18,170.04</b>

[illegible]

Marketing Allocations	
Approved by STA	\$ 110,185.00
Spent by Recipients	\$ 59,717.25
Unspent Approved Funds	\$ 50,467.75
Unassigned Funds	\$ 5,074.00
Funds Returned to STA	\$ 1,205.00
<b>Total Available Funds</b>	<b>\$ 6,279.00</b>

[illegible]



## Document Guide

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

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

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

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

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

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

**Item** = Project approved by the STA

**Allocated** = Amount approved by the STA

**Spent** - Amount spent by the recipient

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

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

Allocated Comparisons   FY 19 Budget				
Community Support	FY 2020	FY2019	FY2018	FY2017
July	33%	94%	33%	36%
August	47%	96%	33%	36%
September	47%	97%	33%	36%
October	57%	97%	35%	41%
November	57%	101%	36%	56%
December	57%	101%	36%	56%
January	57%	101%	73%	56%
February	57%	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	96%	97%	99%	65%
March		104%	81%	95%
April		105%	93%	95%
May		105%	101%	101%
June		105%	101%	101%

Spending Totals / Comparisons
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Community Support	FY2020	FY2019	FY2018	FY2017
July	7%	5%	13%	7%
August	7%	18%	15%	9%
September	15%	43%	15%	9%
October	32%	68%	15%	9%
November	43%	84%	27%	21%
December	43%	85%	28%	21%
January	54%	85%	28%	27%
February	54%	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	57%	72%	48%	34%
March		78%	48%	35%
April		81%	49%	37%

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

#### Remaining Totals / Comparisons

<b>Community Support</b>	<b>FY2020</b>	<b>FY2019</b>	<b>FY2018</b>	<b>FY2017</b>
July	93%	95%	87%	93%
August	93%	82%	85%	91%
September	85%	57%	85%	91%
October	68%	32%	85%	91%
November	57%	16%	73%	79%
December	57%	15%	72%	79%
January	46%	15%	72%	73%
February	46%	15%	40%	63%
March		13%	21%	42%
April		9%	20%	41%
May		5%	14%	41%
June		1%	4%	14%
<b>Marketing</b>	<b>FY2020</b>	<b>FY2019</b>	<b>FY2018</b>	<b>FY2017</b>
July	100%	99%	97%	100%
August	96%	89%	94%	98%
September	95%	81%	93%	95%
October	91%	68%	55%	95%
November	80%	51%	46%	75%
December	69%	30%	46%	71%
January	48%	28%	40%	68%
February	43%	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





EDTC Salary - 51130	
Original Total	\$ 19,223.00
Spent	\$ 12,423.61
Revised Total	\$ 6,799.39

Date	Item	Expenditure	Details
7/31/2019	EDTC Salary		-
8/31/2019	EDTC Salary		-
*9/30/2019	EDTC Salary	\$ 4,384.80	-
10/31/2019	EDTC Salary	\$ 1,461.60	-
11/30/2019	EDTC Salary	\$ 1,461.60	-
12/31/2019	EDTC Salary	\$ 1,461.61	-
1/31/2020	EDTC Salary	\$ 2,192.40	-
2/29/2020	EDTC Salary	\$ 1,461.60	

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

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<b>Department</b>	Sturbridge Tourist Association
<b>Month</b>	February 2020
<b>Balance Agree</b>	X
<b>Balance Does Not Agree</b>	

Explanation of Variance: N/A



Kevin Filchak, M.P.A.

\_\_\_\_\_  
Department Head



3 March 2020

\_\_\_\_\_  
Date



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TOWN OF STURBRIDGE  
STA BUDGET FY20

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FOR 2020 08

ACCOUNTS FOR: 244	STURBRIDGE TOURIST ASSN	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
<hr/>								
24400	STURBRIDGE TOURIST ASSN							
<hr/>								
<a href="#">24400 51130</a>	<a href="#">SALARIES/WAGES</a>	19,223	0	19,223	12,423.61	.00	6,799.39	64.6%
<a href="#">24400 51210</a>	<a href="#">EMPLOYEE BENEFITS</a>	13,734	0	13,734	3,479.39	.00	10,254.61	25.3%
<a href="#">24400 56551</a>	<a href="#">MARKETING/ADVERTISI</a>	109,974	5,285	115,259	64,102.50	.00	51,156.50	55.6%
<a href="#">24400 56552</a>	<a href="#">COMMUNITY SUPPORT</a>	40,359	0	40,359	21,705.46	.00	18,653.54	53.8%
	TOTAL STURBRIDGE TOURIST ASSN	183,290	5,285	188,575	101,710.96	.00	86,864.04	53.9%
	TOTAL STURBRIDGE TOURIST ASSN	183,290	5,285	188,575	101,710.96	.00	86,864.04	53.9%
	TOTAL EXPENSES	183,290	5,285	188,575	101,710.96	.00	86,864.04	

03/02/2020 19:31  
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TOWN OF STURBRIDGE  
 STA BUDGET FY20

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FOR 2020 08

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	183,290	5,285	188,575	101,710.96	.00	86,864.04	53.9%

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

# Page Break



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A. 

Date: 9 March 2020  
To: Sturbridge Tourist Association  
Subject: Cover Memo – Opacum Land Trust

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## Overview

As requested the Opacum Land Trust (OLT) has answered the various questions of the STA from its 12 February meeting. Having reviewed their responses in addition to their initial application, I pose the following for the STA to consider:

- The STA is moving to support primarily those events that are tourist events. OLT's answers show that the majority of its participants (about three-quarters) are local riders. As such is this an event that the STA should consider funding in full or in part?
- The majority of the event takes place outside of Sturbridge. As such it is unclear what the financial impacts of this event will be for Sturbridge as there are no *confirmations* for hotel stays or restaurants (apart from Rapsallion).
- Could some of these costs be covered under the registration fees as the event is anticipated to bring over \$16,000 in revenues from rider registration? For example the promotional t-shirts and magnets could be covered by that cost.
- If funded in full, this would deplete most of the remaining FY2020 marketing funds for the STA. Additionally, OLT will need to specify what is to be spent in FY 2020 and FY 2021 based on the amount allocated by the STA.

While the above comments address concerns with the event, there are also many positives to it. It will highlight the local trails in the area and will draw a large crowd. Therefore, if the STA is to fund this event, it is recommended that the STA consider funding this event for a lower amount than was requested to help promote the event and the area.

## Suggested Motion

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

*MOVE to allocate \$5,112 from Marketing and \$1,572 from Community Support to fund the Opacum Land Trust's, 'Tour Opacum' event.*

**1. 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 are you soliciting STA funding now?**

We did not seek funding from STA for Tour Opacum in 2019 because we thought that the STA preferred not to fund requests for the same event for consecutive years. As a result, we were unable to adequately invest in advertising and the event growth rate dropped significantly. With funding from STA in 2018 we were able to invest a total of \$6,210 in marketing/advertising (\$6,143 from STA), and our attendance more than double from 2017, a growth rate of 120%. In 2019, we reduced our advertising budget significantly to \$1,833 and our attendance grew by only 18% compared to the previous year.

We are soliciting STA funding now so that we can invest in marketing and advertising the event adequately again so that we can grow attendance to at least 425 in 2020. We are also requesting STA funding to help cover some of the event costs to ensure that attendees continue to have a great experience at the event and come back the following year.

Tour Opacum Attendance				
	2017	2018	2019	2020
Riders	91	197	207	350
Est. Total Attendance	100	220	260	425
Growth in attendance from previous yr.		120%	18%	63%

**2. What is the basis for the estimates relating to the economic impact of the event?**

The estimates relating to the economic impact of the event are based on data about our past riders, specifically the distance riders are travelling to participate, as well as informal feedback from riders.

As the number of riders coming from outside of this region increases, the number that decide to stay overnight will also increase. 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. In 2020, we anticipate that 16% of attendees will come from over 50 miles away (68 visitors). Among that group, we estimate that at least 11 will stay overnight. In addition to attendees coming from over 50 miles away, we estimate that 10 attendees who live closer will stay overnight.

Informal feedback from riders at the 2019 event supports our estimates that riders are interested in staying overnight either the night before or after the ride. Our largest group of cyclists depart at 6:30 am, with many of the ready to go even before 6am. Many of them commented that they'd like to start earlier than that and shared that they have frequently stayed overnight at other races/rides in order to get up and started first thing in the morning. In 2019 we also had riders who stayed past 5pm and were not interested in leaving, even when we started to clean up. Many from that group commented that

they were dreading their long ride home and didn't want to leave. By continuing to expand and improve this full day destination event, and advertising Sturbridge lodging options, we'll be able to capture riders like these two groups who are interested in staying over.

The estimate that 65% of attendees (276) will pass through Sturbridge when traveling to and from the ride is based upon location data from the 2019 riders, which shows that over half are coming from east of Brimfield.

**3. What have been the previous costs/revenues for this event?**

In 2018, our revenue was \$21,445 and our expenses were \$15,005. In 2019, our revenue was \$15,623 and our expenses were \$13,040. In 2020, we anticipate revenues of \$28,133 and expenses of \$21,314.

*Please see attached document "Tour Opacum Budgets 2018-2020," which outlines revenue and expenses for these years in more detail.*

**4. Could some of the costs, specifically the event costs, be covered by the other sponsors of this event?**

Yes, most of the event costs are being covered by the event sponsors, primarily by Southbridge Credit Union which is providing \$5,000 in sponsorship. The event costs included in the STA request represent a portion of the event expenses; the full event expenses are outlined in the column "2020 Total" in the attached budget *Tour Opacum Budgets 2018-2020*.

In addition, our event sponsors provide significant in-kind contributions which are not reflected in that budget. This includes:

- RapsCALLION Brewery provides a rest stop at their tap room, and a free beverage to all riders after the ride. Co-owner Cedric Daniel has been a key member of the planning committee since the event started and helps to publicize the event. In addition, RapsCALLION donates back \$1 for every pint of their special "Opacum Ale" sold, which they launch and sell at Tour Opacum and the months following. In 2019 this resulted in a \$600 donation from RapsCALLION, and this arrangement further demonstrates the benefit that RapsCALLION receives by partnering with this event.
- Brimfield Winery and Cidery provides the venue in-kind and assists with event coordination.
- Southbridge Bicycles provides in-kind bike repair and support, assists with event promotion, planning and route marking.

**5. Should this be classified as a tourist event or a community event?**

Tour Opacum is a community event and a tourist event. It will draw tourists from 50+ miles away or people that stay overnight, but a significant number of the attendees will be local. In 2020, we anticipate having a total of 425 attendees, with 78 of them (22%) classified as tourists. The estimated ratio of non-tourists to tourists in 2020 is 4:1.

**6. What needs to be purchased in FY 2020, and what needs to be purchased in 2021?**

All of the expenses included in the request to STA can be purchased in FY 2020. Most of those expenses need to be purchased in 2020, however the following could be purchased in 2021:

- Social Media Advertisements (\$50)
- Professional bike repair support (\$200)
- Rider food, drinks, supplies (\$300)

There are approximately \$3,500 in event expenses that are not included in our STA request that need to be purchased in 2021. The full event expenses are outlined in the attached budget "Tour Opacum Budgets 2018-2020." If the STA needs us to adjust our request so that more expenses fall in 2021, we can do so.

**7. Please provide a more detailed cost breakdown for the event (i.e. why do you need X?).  
Additionally please provide a copy of the budgets for 2018 and 2019.**

Below is a detailed cost breakdown for the 2020 Tour Opacum STA request.  
Please see attachment "Tour Opacum Budgets 2018-2020" for detailed full project budgets for 2018, 2019 and 2020.

**2020 Tour Opacum STA Request:**

**Marketing/ Advertising Expenses**

**Digital Marketing:**

1. Bike Reg Event Promotion- \$375. \$75/week for 5 weeks to purchase a "featured event promotion" on Bike Reg. This is the leading website for cycling event registration in the U.S. and where most cyclists go to find new races and rides to participate in. In 2019, 12% of the riders who registered online hear about the event through a search on Bike Reg. Purchasing paid ads will greatly increase our visibility and attract more riders.
2. Bike New England Advertisement- \$80. Similarly, advertising at BikeNewEngland.com will help us to maximize our exposure to new riders, by increasing our search engine visibility and visibility to riders who visit Bike New England's website directly.
3. Digital Advertising through Mass Live- \$1,000. To contract with Mass Live Media for targeted digital advertising. Mass Live provides a 50% discount to nonprofits so this will purchase \$2,000 worth of advertisements. This will be used to purchase ad space on Mass Live News Feeds for a video ad and regular digital ads.
4. Social Media Paid Advertisements- \$250. This will be used to "boost" posts about the event on Facebook to expand our reach. With Facebook ads we can target individuals based on their interests and location so that we can reach cyclists in New England.
5. Digital & Web Design- \$400. To pay a web designer to make updates to our event website, and to create ads to be used on Facebook and other digital advertising platforms.

**Print Marketing:**

6. Last Green Valley Event Ad- \$350 For a half page ad in the Last Green Valleys annual explore guide. This is distributed throughout New England and looked at by families and individuals who are interested in learning about new outdoor activities.
7. Tourism/Newspaper Ads- \$300. To purchase additional ad space in regional newspapers or tourism publications such as Worcester Telegram & Gazette, Worcester Magazine, Hartford Courant. Specific publications to be determined based on timing (availability of ad space by publisher and funding approval), and in coordination with Mass Live digital marketing strategies.
8. Lawn Signs- \$314. To purchase 8 large reusable lawn signs @\$33/each to publicize the ride. \$50 of that will be spent to purchase decals in order to update old signs so that we can re-use them.



9. Poster & Flyers- \$210 To print flyers and large posters to be hung and distributed at bike shops throughout New England.
10. Postcards/Postage- \$368. To print postcards to be distributed at bike shops, cycling events and mailed to previous riders in order to ensure that we retain past riders, and attract new riders.
11. Chamber of Commerce Sign-\$65 To print event sign to be hung at the Chamber of Commerce events kiosk in Sturbridge to ensure that the local community also knows about the event.
12. Graphic Design for Print Marketing- \$400. To pay a graphic designer to create signs, posters, flyers, postcards and print ads.

**Other Marketing:**

13. Regional Radio Advertisements- \$500 to purchase on-air advertisements through New England Public Radio (NEPR). As a nonprofit organization, NEPR will match our purchased ads, resulting in \$1,000 in advertisements total.
14. Race Mania Event Attendance- Fee to set up an exhibit at the Race Mania Summit & Expo event in Boston, Ma on 3/15/20, which attracts over 2,000 cyclists each year. A group of riders at our 2019 event recommended that we attend this event because it's how they find out about all the rides/races that they participate in for the upcoming year.

**Event Expenses**

15. Promo T-shirts- \$600. To purchase event T-shirts for the first 100 riders to pre-register at \$6/each. This provides an effective incentive for riders to register for the event early, which increases overall attendance. This also helps to advertise the event for future years.
16. Promo Magnets- \$90. To purchase magnets advertising the event and our sponsors. Given to the first 250 riders to pre-register. This provides another incentive for riders to register in advance and helps to advertise the event for future years.
17. Route Markers & Signs- \$307. Tour Opacum takes place on paved public roads throughout Sturbridge, Wales, Holland, Brookfield, Warren, West Brookfield, Monson and Brimfield. We offer 5 different route options of different lengths for riders to choose from: 2.5 miles, 10 miles, 25 miles, 50 miles and 100 miles. Color coded route markers and signs are needed to guide riders on their route. We use markers from RouteArrow.com, which are color coded arrow stickers that we place on the road to mark each route. The arrows are environmentally friendly and biodegrade naturally within 1-2 days so that no clean-up is needed. Additional printed signs are needed to warn riders of upcoming turns, busy areas or other key directional cues to ensure that they stay on the correct route and stay safe.
18. Property Signs- \$75. One of the goals of Tour Opacum is for riders to learn more about local conservation by highlighting properties that we helped to conserve along their ride. These funds would be used to create a larger sign drawing attention to and providing more information about one of those properties, the Plimpton Community Forest in Sturbridge.
19. Professional Bike Repair Support- \$200. We provide professional bike repair and support to all riders throughout the ride through Southbridge Bicycles. A team from Southbridge Bicycles will be on sight throughout the day to help riders with any bike issues before they set out for their ride and are on call throughout the day to drive out to riders to provide roadside support. Southbridge Bicycles has provided this assistance in-kind for the past 3 years and will continue to provide 2 staff and equipment in kind in 2020. However, with our projected rider increase to 350 in 2020, they will need to bring in additional staff for support. The \$200 requested is to cover part of the \$400 total cost for that support.



20. Rider food, Drinks & Supplies- \$300. To purchase food and drinks for riders at the rest stop at Rapsallion Tap Room in Sturbridge. An estimated 185 riders will stop at the rest stop in Sturbridge. These riders will be completing the longest routes- 50 and 100 miles and will be looking for sports drinks, energy bars and other snacks to refuel. This money will also be used to purchase some basic first aid supplies, a bike pump and cups for the stop.

**8. Where will the revenues for this event go?**

Revenues from this event will go to our 2020 operating fund to directly support the charitable mission of Opacum Land Trust - land conservation work within south-central Massachusetts, which includes 9 properties and over 900 acres of protected land in Sturbridge. In 2020, this will help to support the protection and stewardship of those properties, including trail work at our largest property- Opacum Woods. Revenues from the event will also support our active land projects in the area, including a new conservation project in Sturbridge that is part of the regional Forest Legacy Project.

**9. Please provide a post event evaluation for your last two Tour Opacum events. You can use our online form as a template ([click here](#)).**

*Please see 2018 Event Evaluation submitted through online link.*

2019 Tour Opacum Evaluation Overview:

In 2019 we did not seek funding from the STA because we didn't think we could request funds in back to back years. As a result, we were unable to adequately invest in advertising and event attendance grew very modestly. In 2019, we had 207 riders (an increase of only 10 from 2018) and an estimated 260 attendees (an increase of 40 from 2018). This resulted in a 18% attendance growth rate from 2018 to 2019, compared to the 120% growth we experienced in 2018 with STA funding.

Although we were disappointed in the event attendance, the event was still very successful with riders expressing even more enthusiasm about their experience than in past years. In 2019, we changed the base location of the event from Rapsallion Brewery/ Hyland Orchard in Sturbridge to Brimfield Winery and Cidery. This change was based on the recommendation of Rapsallion co-owner Cedric Daniel who felt that the ride had grown beyond what their venue could accommodate. Cedric connected us with the owners of Brimfield Winery and Rapsallion continued to play a significant role in the event from hosting the busiest rest stop at Rapsallion, setting up a pop-up tap room at the winery to serve their beer, helping with event coordination and much more. The new location allowed us to expand the event to offer activities for kids, spectators/supporters and riders throughout the day, instead of just the after-ride party that we had in the past. Attendees stayed at the venue much longer than in years past which resulted in significantly higher beer sales for Rapsallion.

In 2019 we focused on improving the event timing, logistics and rider support in response to feedback received in previous years, by:

- increasing the number of rest-stops and the snacks provided at each
- working with a new food vendor who could better accommodate the size of the event
- improving coordination with the band and food vendor to ensure they were ready on time, adjusting the route start times so that riders returned within a shorter time frame

- introducing a largest team competition, awards, kids' activities and a 2.5 mile "mini-ride."

In 2020, we aim to build on the successes and lessons learned from the 2019 event, while investing in adequate advertising to ensure that Tour Opacum continues to grow and become a signature event drawing tourist to the region.

Opacum Land Trust  
Tour Opacum Budgets 2018-2020  
3/3/2020

	2018	2019	2020 Total	2020 STA Request
<b>REVENUE</b>				
Sponsors	5,000	5,000	5,000	
STA Funding	7,554		6,683	6,683
Rider Registration	8,891	10,623	16,450	
<b>TOTAL REVENUE</b>	<b>\$ 21,445</b>	<b>\$ 15,623</b>	<b>\$ 28,133</b>	<b>\$ 6,683</b>
<b>EXPENSES</b>				
<b><u>Marketing/ Advertising Expenses</u></b>				
Digital Marketing				
Bike Reg Event Promotion			375	375
Bike New England Advertisement			80	80
Digital advertising through Mass Live	3,000		1,000	1,000
Social Media Paid Advertisements	96	62	250	250
Digital & Web Design	1,062	936	700	400
Print Marketing				
Last Green Valley Event Ad	350		350	350
Tourism/ Newspaper Ads	173		300	300
Lawn Signs	350	298	314	314
Posters and Flyers			210	210
Postcards & Postage	223	175	368	368
Chamber of Commerce Sign			65	65
Banners	252			
Graphic Design for Print Marketing	331	362	600	400
Other Marketing				
Regional radio advertisements			500	500
Race Mania Event Attendance			500	500
Chamber of Commerce Fun @ 5 Event	375			
<u>Sub Total Marketing Expenses</u>	<u>6,210</u>	<u>1,833</u>	<u>5,612</u>	<u>5,112</u>
<b><u>Event Expenses</u></b>				
Event Coordination	6,250	8,400	9,950	
Route Mapper App			80	
Insurance	513	700	1,301	
Porta Pottys		144	300	
Promo T-Shirts with sponsor listing	636	594	600	600
Promo Magnets with sponsor listing	251		90	90
Route markers & Signs	444		407	307
Property signs			275	75
Professional Bike repair support			400	200
Rider food, drinks & supplies	465	1,201	2,100	300
Other Expenses	236	168	200	
<u>Subtotal Event Expenses</u>	<u>8,795</u>	<u>11,207</u>	<u>15,703</u>	<u>1,572</u>
<b>TOTAL EXPENSES</b>	<b>\$ 15,005</b>	<b>\$ 13,040</b>	<b>\$ 21,314</b>	<b>\$ 6,683</b>
<b>NET</b>	<b>\$ 6,440</b>	<b>\$ 2,583</b>	<b>\$ 6,819</b>	<b>\$ (0)</b>



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

#### Submission information

Form: Post Event Evaluation <sup>[1]</sup>

Submitted by Anonymous (not verified)

March 4, 2020 - 11:54am

66.189.80.180

#### Point of Contact

Amy Connery

#### Contact Email

Amy.Connery@OpacumLT.org

#### Organization

Opacum Land Trust

#### Name of project or event

Tour Opacum 2018

#### Event information (if applicable)

Rapscallion Brewery/Hyland Orchard; July 8th 2018, 7am-5pm

#### Total funds requested by applicant

7,790

#### Total funds approved by STA

7,790

#### Total funds spent by applicant?

7,554.96

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

Yes

#### Briefly describe your project or event

We hosted our 2nd annual Tour Opacum- bike ride for land conservation on July 8, 2018. We had 197 riders and an estimated 220 individuals who attended the event. The ride featured 4 different bike route options along marked, paved roads starting in Sturbridge, and took riders through the beautiful country roads of our service area. After the ride, riders and attendees enjoyed free food, live music and beer courtesy of Rapscallion Brewery. The event started and ended at Rapscallion Brewery/Hyland Orchard in Sturbridge.

Opacum Land Trust is a 501(c)3 charitable organization that relies on donated funds or earned income from events and programs to fund its work. After conducting our first Tour Opacum in 2017 with great success, we now intend to grow the event into a larger regional signature event.

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

Opacum Land Trust is seeking to grow Tour Opacum as a source of revenue for its land conservation work and to draw increased tourism to its service area. 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 our region and to grow tourism to Sturbridge and the surrounding towns of our service area.

The STA funding for this project was intended to support the increased promotion of the event in order to grow local awareness of the event and to reach a larger audience. In particular, to reach a larger sub-regional audience (Springfield-Worcester-Metro West) and even a regional audience (Albany-Hartford-Providence-Boston), a much higher media profile was needed. Funding requested was used to directly develop, print, purchase and promote marketing for Tour Opacum at all scales of potential audience and participants. Funding was also requested for some of the direct expenses expected for the 2018 event.

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

We measured the success of our project primarily by attendance and rider satisfaction. Our goal was to draw 250 riders in 2018. While we did not meet that goal, we consider the project a success because we more than doubled our attendance from the previous year, drawing 197 riders and an estimated 220 total attendees. This was a 120% growth from our attendance of 100 in 2017. This success was due to funding from STA which enabled us to invest in a digital marketing campaign with Mass Live, as well as various print marketing opportunities.

We received extremely positive and enthusiastic feedback from riders about their ride experience and how well the event was organized. Every rider that we spoke with enthusiastically stated that they will participate again in future years. Funding from STA was also crucial in covering some of the event costs that made it so enjoyable for attendees.

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

Based on our 2018 Tour Opacum experience, we will continue to improve the logistics and event support given to riders. Overall, we received extremely enthusiastic feedback from riders about the venue, and ride coordination, but some specific areas for improvement include:

- Improving and expanding the food offered to riders throughout the day. Adding additional rest stops with more varied snacks, providing post-ride food more quickly.
- Timing: Improving the timing of the staggered rides so that the majority of riders return at the same time. Making sure the band and food is started by the time the first rider returns.
- Adding additional awards and recognition for largest teams, etc.

In terms of marketing the event, we learned that we need to start our event marketing earlier in the year and really push early registration so that riders get it in their calendars early. In addition, we would like to try marketing through MassLive using a short video, rather than static ads.

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

Thank you for supporting this event. We couldn't have doubled attendance and had such a successful day without funding from the STA!

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

Yes

# Sturbridge Tourist Association - Funding Application

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

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

Email address \*

Amy.connery@opacumLT.org

Name

Amy Connery

Organization

Opacum Land Trust

Please identify what type of organization you represent

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

Phone Number

508-347-9144

Before continuing please read and review the STA's Funding Request Policy (found here: [https://www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta\\_funding\\_policy-\\_09132018.pdf](https://www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta_funding_policy-_09132018.pdf)) and then click the box confirming you have read and agree to said policy. \*

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

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

☒ I acknowledge and understand the above statement.

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 Rapsallion 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. Rapsallion Brewery will directly benefit through beer sales at the event and from the additional promotion they will receive. Rapsallion 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 Rapsallion 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.

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

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

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

Our marketing campaign for Tour Opacum has 4 primary targets:

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

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

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

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

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

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

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

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

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

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

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

## Review and Submit

### Additional Requirements

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

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

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

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

As grantee for the project as detailed in this application, I certify that these statements made herein are true and that the funds requested to be disbursed fulfill the purpose indicated in the approved application. [If your application was approved with a condition] I further certify that the conditions imposed on the project have been met. Furthermore I agree to adhere to any and all the policies and requirements of the Sturbridge Tourist Association as stated above and in their Funding Policy guidelines, acknowledge that failure to adhere to the aforementioned items could result in the revocation of any and all funding received. \*



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

This content is neither created nor endorsed by Google.

Google Forms

## Opacum Land Trust, Tour Opacum 2020

Funding Request to Sturbridge Tourism Association

1/15/2020

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



# Page Break



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 9 March 2020

To: Sturbridge Tourist Association

Subject: Cover Memo – The Great New England Craft and Artisan Show

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## Overview

As requested, the Great New England Craft and Artisan Show has provided answers to the questions raised by the STA at their 12 February meeting. Their request is for \$7,000 from FY 2021 to cover the venue costs and some marketing. Having reviewed their responses, in addition to their initial application, I pose the following for the STA to consider:

- The Show is anticipating 2,000 attendees over two days. Where are the anticipated participants coming from? Is this an event that will draw tourists as per the STA's definition? Additionally, as this is a new state and a new venue, how can the Show realistically anticipate 2,000 attendees?
- Does the fact that there are similar shows potentially within two months of this show help or hinder this event?
- In the application and in the supplemental answers, they reference making revenues from the show. It is said that most of those revenues are going to fund future shows and / or a local Sturbridge charity. What is the anticipated revenue for this event? Could this revenue be used to help defray costs?

This event has the potential to be a draw for the Town in the fall. However it is suggested that the STA inquire more about how the Show anticipates marketing itself to patrons for the event. Additionally it is suggested that the STA inquire about the Shows revenues from vendor registration, previous shows, etc.

## Suggested Motion

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

*MOVE to allocate \$6,500 from FY 2021 Community Support line item and \$500 from FY 2021 Marketing line item to support the Great New England Craft and Artisan Shows pending approval at the Annual Town Meeting.*

## Kevin Filchak

---

**From:** JODY DONOHUE <jdonohue5@comcast.net>  
**Sent:** Wednesday, March 04, 2020 9:09 PM  
**To:** Kevin Filchak  
**Subject:** RESPONSE - STA Funding Application - Great New England Craft and Artisan Shows

Hello Mr. Filchak,

Thank you for your response. I apologize for the delay, I was hoping to have a better idea of my ability to attend your March 11th meeting. At this time, it appears I will be closing on a new home that date, of course schedule to change. At what date are you required to know of my attendance?

To answer your questions.

1) Based on the timing of the event, it takes place after the start of our next fiscal year. Our current fiscal year ends on 30 June, the next begins on 1 July. When do you need your funding by? (i.e. May, July, October, etc.). The hotel & conference center has been flexible with me on payment terms. Since I am not required to pay the venue fee until after my show- I can be flexible on receipt of any contributed funds. If I was able to receive some funds prior to the major marketing push (early August) that would be most appreciated.

2) Can you provide greater detail on what the event will do? The Great New England Fine Artisan Show will bring in 70 of the finest artists & craftsmen from the region. They will display, demo and offer for sale their handmade wares (no commercial or direct sales representatives permitted). We have been offering shows up to this point in Southern NH. By adding a show in Sturbridge I hope to bring awareness to my followers for Sturbridge and hope to expand our customer base. I am passionate about what I do- bringing well attended, high quality shows while using insightful marketing and great communication. I would like to partner with community businesses- give guests a reason to come spend the day with discounted coupons to local restaurants, visit Sturbridge Village, stay overnight (2 day show) and enjoy the fine coffee shops, etc in the town.

3) What is the basis for your estimate of 2,000 attendees over a two day period? We have never held an event (even inaugural years) where there were less than 2,000 attendees. While that is our goal, we will be disappointed with anything less and actually hope to bring in more. It is my understanding that a similar show was hosted years ago at the Host hotel and attendance was more than 3,000. While that may happen, our budget and goal is based on 2,000 over the two days. I may add...many will be new to the area!

4) Is \$500 enough to adequately promote the show? Are there other revenue or marketing sources that will help promote the event? Our marketing budge is actually \$3,500 for the show. We will need to purchase outdoors signs, flyers, post cards and contract for print ads, magazine ads, run facebook ads and promotions to win free tickets. The Request for Funds form asked for a breakdown of where the funds would be used. After satisfying other expenses only \$500 remained in our request to you. Revenue from booth fees would be used for marketing, if you would be able to support additional marketing expenses that would most appreciative as we do EXTENSIVE social media posting and print ads.

5) If other shows in New Hampshire already exist, does this organization already have funding to support the event here in Sturbridge? Short answer, no. We have brought shows to Southern NH for a few years now -

for the venue - as a contractor with a commission. We have recently established as an LLC. Any funds earned from the NH shows are reinvest into that show.

6) Can you provide a more detailed breakdown for the event, to include income and expenses? Income is from booth fees and \$5 entry - children under 14 and active military receive free entry. Booth exhibitors receive 2 complimentary tickets and I offer multiple giveaways for free entry. Expenses are \$7,000 for the venue, 24 hotel rooms (\$2,616) if not reserved, \$3,000 in required food & beverages purchases if not sold, an estimated \$3,000 for pipe & drape, parking detail, staff at entry and to assist with show, entertainment, travel and other misc items. Any funds received from your organization will be used to cover show expenses in which every penny will be accounted for and receipts submitted for reimbursement.

We are very excited to bring an Artisan Show to the Sturbridge community. I have no doubt this is going to be a very successful Artisan show. Together we can make this very worthwhile for the community including publishing companies and local establishments including hotels.

Thank you for your time and consideration,  
Best Regards,  
Jody Donohue

On February 13, 2020 at 5:03 PM Kevin Filchak <kfilchak@sturbridge.gov> wrote:

Good Evening,

My name is Kevin Filchak, the Economic Development and Tourism Coordinator for the Town of Sturbridge. I serve as the staff person for the Sturbridge Tourist Association (STA), the entity that you have sought funding from.

The members spoke about your application last night and had a number of questions they are hoping you can answer. Those questions are listed below and the members would like a response to each before their next meeting. Additionally, they have invited you to come to their next meeting on March 11<sup>th</sup> at 6pm to discuss your application. The meeting will take place at 301 Main Street, Sturbridge MA 01566.

- Based on the timing of the event, it takes place after the start of our next fiscal year. Our current fiscal year ends on 30 June, the next begins on 1 July. When do you need your funding by? (i.e. May, July, October, etc.).

- ▶ Can you provide greater detail on what the event will do?
- ▶ What is the basis for your estimate of 2,000 attendees over a two day period?
- ▶ Is \$500 enough to adequately promote the show? Are there other revenue or marketing 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?
- ▶ Can you provide a more detailed breakdown for the event, to include income and expenses?

If you have any questions, comments or concerns regarding this process, please do not hesitate to contact me anytime. My information is listed in the signature below.

Thank you for your interest in Sturbridge and we look forward to learning more about your event.

Best,

Kevin Filchak

~~~~~

**KEVIN FILCHAK, M.P.A.**

Town of Sturbridge

Economic Development and Tourism Coordinator

[kfilchak@sturbridge.gov](mailto:kfilchak@sturbridge.gov)

## 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: 9 March 2020  
To: Sturbridge Tourist Association  
Subject: Proposed FY 2021 Budget

### Overview

The Sturbridge Tourist Association will be allocated **\$176,364** for fiscal year 2021. As was discussed at the 12 February meeting, this is a \$6,926 decrease from the current fiscal year.

As per the discussion with the members in February, the STA's basic 60-20-20 historical budget rule is recommended at this time. The 60-20-20 refers to sixty percent of the budget going to marketing, twenty percent going to community support, and the remaining twenty percent to the EDTC salary/benefits. Note these are not exact percentages as the salary and benefits are set by the Finance Director and therefore are not perfectly along the 60-20-20 rule. If the STA chooses to continue following this rule, FY 2021 will be allocated as follows:

| Line Item         | Percentage | Amount    |
|-------------------|------------|-----------|
| Community Support | 21%        | \$36,678  |
| Marketing         | 60%        | \$105,818 |
| EDTC Salary       | 11%        | \$19,868  |
| EDTC Benefits     | 8%         | \$14,000  |
| Total             | 100%       | \$176,364 |

In addition to the budget, it is requested that the STA members review the definitions for each budget item. Said definitions and the proposed changes are attached to this memorandum.

### Suggested Motion

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

*MOVE to adopt the fiscal year 2021 budget as presented and to submit said budget to the Finance Director and the Town Administrator for inclusion in the FY 2021 Town Meeting Warrant, and to accept the changes to the definitions as proposed.*

## 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 and Benefits

~~These separate line items shall cover the costs of the Economic Development and Tourism Coordinator's (EDTC) salary and benefits.~~ The specific responsibilities and duties of the EDTC are detailed in their position description.

Deleted: This line item

Deleted: annual salary of the

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



# 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         |
| <b>Total</b>         |            | <b>\$176,364</b> |

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

## Suggested Motion

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

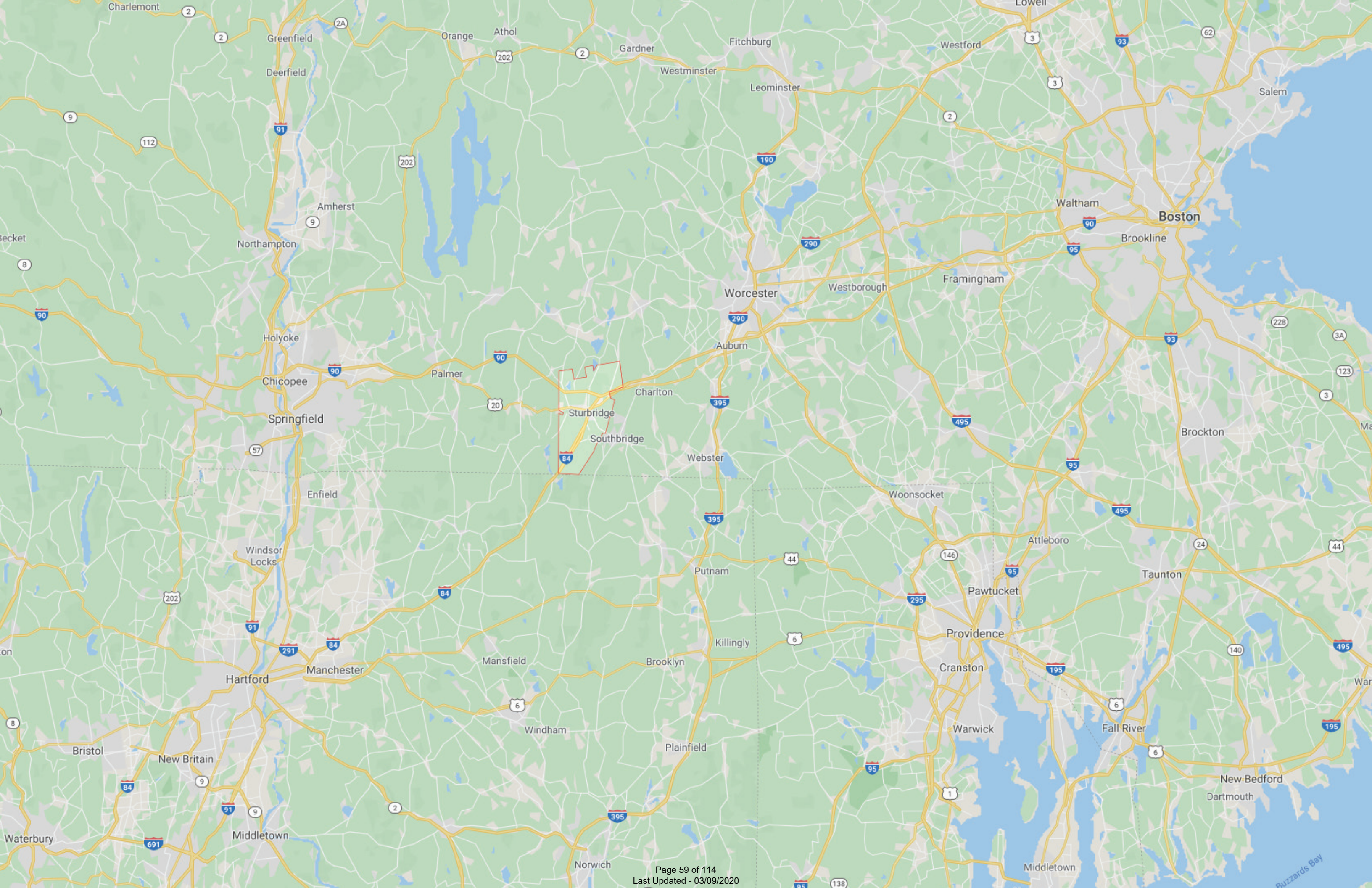
# Page Break





**STURBRIDGE, MA**  
Brand Identity

















## CURRENT LOGOS

## **TAGLINE IDEAS**

**STURBRIDGE**  
**At the Crossroads of Massachusetts**

**STURBRIDGE**  
**In the Heart of MA!**

**STURBRIDGE**  
**At the center of it all!**

**STURBRIDGE**  
**Where the journey's**  
**as fun as the destination**

**STURBRIDGE**  
**Where the Road Less Traveled**  
**Leads to Adventure**

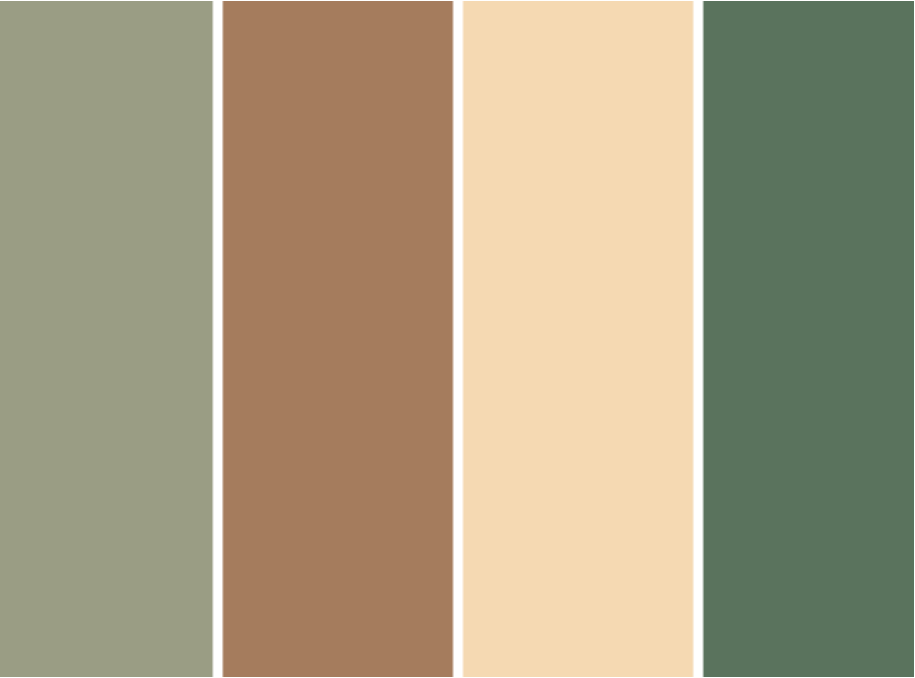
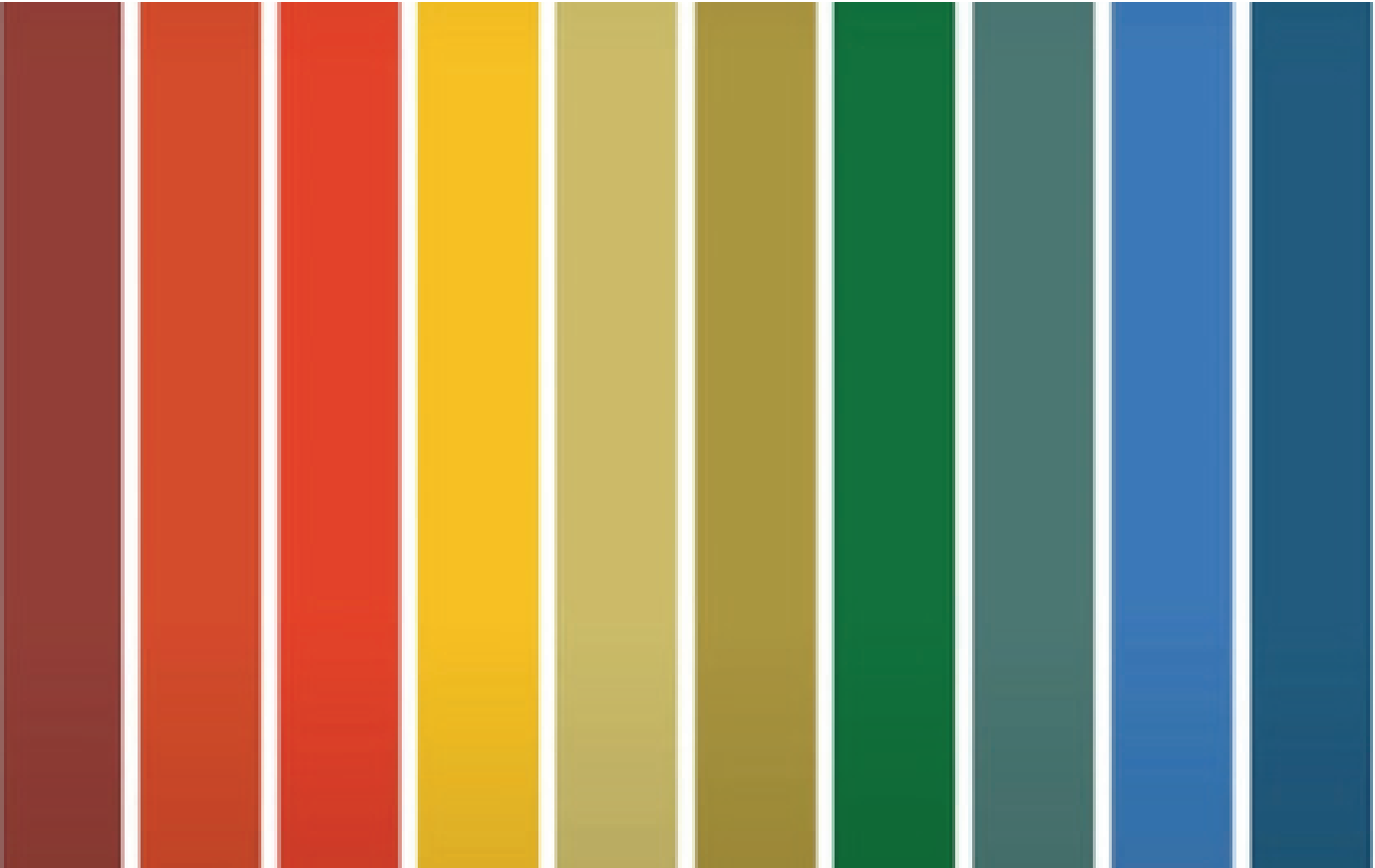
**Discover a change of pace in**  
**STURBRIDGE**

**Discover STURBRIDGE**  
**in the Heart of MA!**

**All roads lead to**  
**STURBRIDGE**

**STURBRIDGE**  
**On your way to a change of pace**

**STURBRIDGE**  
**At the Crossroads to Adventure!**




## Logo Concept 1

**Bold / Contemporary / Friendly**

**STURBRIDGE**  
*in the Center of it all!*

  
**STURBRIDGE**  
*in the Center of it all!*

**STURBRIDGE**  
*in the Center of it all!*







LOGO CONCEPT 2

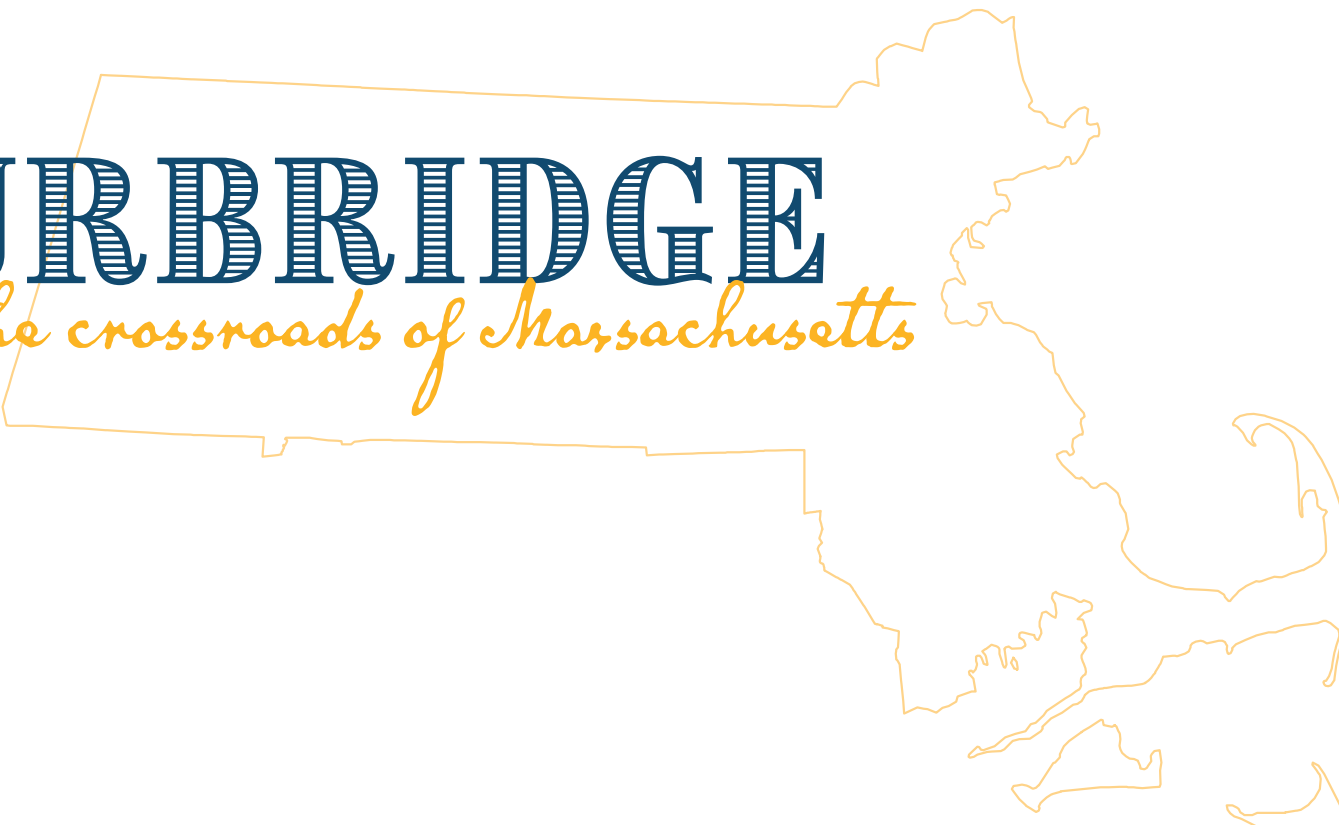
CLASSIC / TRADITION / STRONG



STURBRIDGE  
*at the crossroads of Massachusetts*

  
STURBRIDGE  
*at the crossroads of Massachusetts*

STURBRIDGE  
*at the crossroads of Massachusetts*







Logo Concept 3

**FUN / DOWN-TO-EARTH / PLAYFUL**



**STURBRIDGE**  
at the Crossroads of ADVENTURE!

**STURBRIDGE**  
at the Crossroads of ADVENTURE!



**STURBRIDGE**  
at the Crossroads of ADVENTURE!







Logo Concept 4

RUSTIC / DOWN-TO-EARTH / EARNEST



Discover  
**STURBRIDGE**  
in the Heart of it all!



Discover  
**STURBRIDGE**  
in the Heart of it all!

Discover  
**STURBRIDGE**  
in the Heart of it all!









*Logo Concept 5*

*Historic / Iconic / Poetic*







# Page Break





# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 9 March 2020  
To: Sturbridge Tourist Association  
Subject: Cover Memo – JANE

---

## Overview

The Jaguar Association of New England (JANE) has requested \$3,200 for their annual gathering at the Host Hotel. The funding, which would come out of FY 2021, will be used to pay for a large tent that will protect the display vehicles from the elements.

As this is the same request as previous years, I have no major questions at this time for this application as it is presented. I would pose to the STA the question of whether or not this event could be funded with less, as it has been level funded for the past few years.

## Suggested Motion

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

*MOVE to invite the Jaguar Association of New England to the next meeting of the STA and to ask they answer the discussed questions.*

# 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 \*

danielgraf100@yahoo.com

Name

Daniel Graf

Organization

Jaguar Association of New England

Please identify what type of organization you represent

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

Phone Number

617-216-9703 .....

Before continuing please read and review the STA's Funding Request Policy (found here: [https://www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta\\_funding\\_policy-\\_09132018.pdf](https://www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta_funding_policy-_09132018.pdf)) and then click the box confirming you have read and agree to said policy. \*

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

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

☒ I acknowledge and understand the above statement.

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?

The funding would be used to defray the cost of holding a large scale Concours d'Elegance event on the grounds of the Sturbridge Host Hotel and Conference center.

Funding amount requested \*

\$3,200.00

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

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

The complete funding would be directed to provide a large tent for sheltering champion cars regardless of weather conditions.

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

please see above information.

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

Many antique and classic car owners would hesitate to advance-register their valuable auto with weather uncertainties. A tent provides assurance of weather protection.



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). \*

For the 2019 Jaguar Concours, we enjoyed 10% more cars than in 2018. The actual number of rooms for the 3 day event was 54 at the Sturbridge Host Hotel. An estimated 15 rooms were booked at various other Sturbridge Lodgings. The number of paid diners for the Saturday Gala Awards ceremony was approx 75. The Hospitality suite employed a local caterer for 50 guests. The STA funding for a tent was a pivotal attraction for distance travelers.

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

- ☐ Yes
- ☒ No
- ☐ Maybe

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

Traditionally, expenses have always exceeded revenues.

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

August 14, 15, 16, 2020. At the Sturbridge Host Hotel and Conference center.

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

British Marque News for all British cars clubs - Larz Anderson Museum of Transportation - Hemmings Motor News - Press releases to all Boston Major Media and local affiliates, Social Media, British Consulate in Boston.

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. \*

3/4 of participants travel 50+ miles. Many from as far as NY Long Island, NY Upstate, NJ, CT, RI, NH, VT, ME.

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. \*

Since this event last 3 days which includes Sunday AM, patrons are encouraged to stay overnight. Most of the registered cars are occupied by two people. Some visitors just come without cars, just to see the displays.

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

Aside Hotel and Restaurant use, a number of entrants take advantage of cruising and exploring the surrounding shops and countryside, before and after the event.

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

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# STA - Post Event Evaluation

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

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

Email address \*

danielgraf100@yahoo.com

Organization Name: \*

Jaguar Association of New England

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

Daniel Graf - Concours Chairman - danielgraf100@yahoo.com- 617-216-9703

Name of project or event \*

2019 Jaguar Festival and Concours d'Elegance

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

Sturbridge Host Hotel - August 09-10-11, 2019

Total funds requested by applicant \*

\$3,200

Total funds allocated by STA \*

\$3,200

Total funds spent by applicant \*

\$3,278.44

Have all the bills been paid? \*

☐ Yes

☒ No

Briefly describe your project or event

Jaguar Concours d'Elegance attracts all Jaguar models, vintage up to new Jaguars, competing for best in class, and best in show. This official event is sanctioned by the North America Jaguar Club comprising +7000 members.

How was the STA funding intended to help your project?

The funding covered the cost of a large tent, assuring shelter for the most valuable vintage cars regardless of weather conditions.

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

This year's event increased car entrants by 10% over last year. In addition, many new entrants came from further geographical distances, such as NJ, long Island NY, Woodstock NY, CT, RI, ME, NH & VT. A number of attendees came without competing cars, but wanted to explore the region. The objective goals of attracting extended number of entrants were met.

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

This year's event was an unprecedented success, as measured by actual feedback. Word of mouth will surely add to next year's attendance.

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

Working with the STA, both last year and this year, was a professional and personal pleasure. The guidance provided, helped ease the task of organizing a complicated event of this size.

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

Comments- With the assistance of the Sturbridge Police, the club organized a parade on Sunday morning, August 11, throughout a section of Sturbridge, past the commons and back to the hotel. Estimated 15 miles. The leading open Jaguar carried a "Thank You Sturbridge" sign throughout the trip, in appreciation of STA support.



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

- ☒ Yes
- ☐ No
- ☐ Maybe

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# Page Break



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 9 March 2020  
To: Sturbridge Tourist Association  
Subject: Cover Memo – Herbfest  
Attached: Post Event Evaluation – Herbfest 2019

---

## Overview

Sturbridge Herbfest is requesting \$3,378 to support their second annual event at the Sturbridge Senior Center. The application appears to be a mix of marketing and event costs that could fall into either FY 2020 or FY 2021. At this time I have no major questions for this application apart from when the funding is required for this event.

## Suggested Motion

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

*MOVE to invite the Herbfest to the next meeting of the STA and to ask they answer the discussed questions.*



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

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

#### Submission information

Form: [STA Funding Application](#) <sup>[1]</sup>  
Submitted by Anonymous (not verified)  
February 14, 2020 - 1:41pm  
68.9.158.114

#### Organization

Sturbridge Herbfest

#### Point of Contact

Sarah Greene

#### Contact Email

sargreene@gmail.com

#### Contact Phone Number

508-347-2111

#### Please identify what type of organization you represent

Private citizen / volunteer group

#### Name of Event (if applicable)

Sturbridge Herbfest

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

Saturday, October 3, 2020, 9:30-4:30

#### Location of Event (if applicable)

Sturbridge Senior Center, 480 Main Street, Sturbridge

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

Last year we put on the first Sturbridge Herbfest event. We are planning the 2nd Sturbridge Herbfest, for October 3, 2020 at the Sturbridge Senior Center. We are looking for funds to promote, advertise and put on this event. We are planning to continue this as an annual event. At some time, we would like to link this with other events in Sturbridge, on the same weekend.

#### Funding amount requested

\$3378

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

Advertising

Wisdom Magazine Ads 4 ads @\$219 each - \$876

Spirit of Change ads - \$525  
Stonebridge Press (Health & Wellness Issue) - \$400  
Brimfield Publications Antique Issue - \$140  
Lawn Signs (24x18)6 at \$32 each - \$192  
Chamber of Commerce Sign - \$60  
Vinyl Sign 3'x6' - \$135  
Other Advertising - \$250  
Website - \$50

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6 tables \$10 each \$60  
120 chairs \$1 each \$120  
Portable Toilets \$270  
Insurance for Senior Center \$176  
Town Police \$510  
Printing Costs \$200  
Mailing costs \$100

Total 4088

Town Police (\$510) and Insurance for the Senior Center (\$200) will be paid by us.

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

The Sturbridge Senior Center will be alive with food vendors, 30-35 artisan and craft tables, drumming and weed walks. Inside the center, there will be 9 - 50 minute herbal classes, 3 - 2 hour classes, and 2 weed walks. The topics may include: winter health, stress reduction, lyme disease, first aid, herbal teas, medicine making with herbs, essential oils, etc. Being on Route 20, it is a visible sight which encourages street traffic to attend. This event is for the sharing of information and meeting new people.

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

We hope to attract between 300 to 400 people. Herbal teachers from surrounding states will be offering herbal classes and intensives. These teachers are well known and will attract new people to our area. Some participants do opt to stay in local hotels. In our advertising we will include other events and places of interests to visit. We plan on having 2 local food vendors. We will offer restaurant suggestions for an evening meal as our event ends at 4:30.

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

Yes

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

We do expect to make some revenues and they will be used to support, expand and improve the third annual Sturbridge Herbfest. They will also be used to pay for any unforeseen expenses.

**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?**

This event might be the first herbal informational event that many people have attended. They will be excited about sharing the information learned here and invite other people to attend in the following year. People will be interested in visiting and buying products from the many vendors at the event. This event will hopefully grow and extend to many people outside a 100 mile radius. Our registration process, through our website, will track each participant's address.

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

We are marketing this event in many health and herbal publications. Flyers, brochures and promotional materials will be provided to our local hotels, vendors, artisans and presenters. After reviewing last year evaluations of participants, speakers and vendors, we have made changes to our event.

**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.

**Source URL:** <https://www.sturbridge.gov/node/106334/submission/4724>

**Links**

[1] <https://www.sturbridge.gov/sturbridge-tourist-association/webforms/sta-funding-application>



# STA - Post Event Evaluation

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

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

Email address \*

sargreene@gmail.com

Organization Name: \*

Alternatives For Health

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

Salli Greene

Name of project or event \*

Sturbridge Herbfest

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

Sturbridge Senior Center

Total funds requested by applicant \*

4480

Total funds allocated by STA \*

3613.00 ( I think more was allotted because you agreed on all but the police and insurance.

Total funds spent by applicant \*

4133.71

Have all the bills been paid? \*



Yes



No

Briefly describe your project or event

We feel it was very successful for the first year. Classes were well attended. The vendors were very happy and stated that there were people from several different NE states plus NY. the cop had some suggestions for parking next year.

How was the STA funding intended to help your project?

Advertising, tents, porta potties & trash

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

We had forms that we tried to get everyone to fill out and return. Need to be more proactive in getting them back next year.

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

No dumpster. Food vendors lined up now. Advertising was good but there should be a way to have signage in town before the event at least for a week. Several vendors commented on that.

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

Fabulous. You guys were very supportive. I did notice that you advertised other events but not ours. Wondering about that.

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

Just the signage issue.

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

- ☒ Yes
- ☐ No
- ☐ Maybe

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# Page Break



# Town of Sturbridge

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

Date: 9 March 2020  
To: Sturbridge Tourist Association  
Subject: Cover Memo – Sturbridge Historical Society

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## Overview

This is the Sturbridge Historical Society's annual request to support their annual Colonial Drill and Muster on the Town Common. Their request has not changed from previous years and as such I have no questions regarding their application. To the STA, I would ask the STA to consider whether or not this event constitutes a tourist event vs. a community event.

## Suggested Motion

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

*MOVE to approve \$500 from the Community Support line item to fund the annual 1775 Colonial Drill and Muster event on the Town Common.*



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

#### Submission information

Form: [STA Funding Application](#) <sup>[1]</sup>  
Submitted by Anonymous (not verified)  
February 27, 2020 - 8:47pm  
75.138.180.241

#### Organization

Sturbridge Historical Society

#### Point of Contact

Douglas Quigley

#### Contact Email

sgibquig@charter.net

#### Contact Phone Number

5083477956

#### Please identify what type of organization you represent

Government

#### Name of Event (if applicable)

1775 Colonial Drill and Muster.

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

June 27, 2020

#### Location of Event (if applicable)

Sturbridge Town Common

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

The Historical Society would like to hold its annual Colonial Drill And Muster on the Sturbridge Common. This event recreates a drill held on the same spot in December of 1774. The second half of the program recreates the response of the Sturbridge Minutemen to the alarm from Concord and Lexington on April 19, 1775.

The muster will include a Colonial Camp with a tent and display table of the things a soldier carried. A Fife and Drum Corps will perform a short concert both at the start of the program, and half way through. The program will have a narrator telling the story of Sturbridge in 1775, as well as explaining the drill being performed and blank musket demonstration

#### Funding amount requested

\$500.00

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

\$400.00 cost of the Fife And Drum Corps from CT.

\$100.00 cost of the complete P.A. system for the event. This includes microphone and speakers.

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

People will come to the camp, view the displays, and engage the participants with questions about Sturbridge in 1775. The public often bring lawn chairs to enjoy the Fife And Drum Concert and well as listen to the program.

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

This event will bring people to the center of Sturbridge. It will promote our Colonial History which is missing from 1830 Old Sturbridge Village. People may stay for a meal because it is an evening program. I know we draw people from the Public House. What a great way to enhance their visit to Sturbridg.

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

No

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

No revenue.

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

Maybe

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

This event promotes the Town of Sturbridge by drawing people to our beautiful and historic Town Common, or Training Field, as it was called in the 1700s. It showcases our Town and its wide scope of history.

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

We have been doing this event for over 20 years.

**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.

**Source URL:** <https://www.sturbridge.gov/node/106334/submission/4764>

**Links**

[1] <https://www.sturbridge.gov/sturbridge-tourist-association/webforms/sta-funding-application>



# Page Break



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.



Date: 9 March 2020  
To: Sturbridge Tourist Association  
Subject: Cover Memo – The Antique Collectibles Show

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## Overview

The Antique Collectibles Show is requesting \$5,000 to help fund their New Year's Eve/New Year's Day event. Half of the funding would go towards facility fees, the other half will be for print advertising. This is the second year that the show has come before the STA, and this request and the event have both grown. Unlike last year this show will take place over two days and will feature new programming. Additionally, the entirety of this request will come out of the FY 2021 budget.

I have no major questions for this applicant at this time.

## Suggested Motion

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

*MOVE to invite The Antique Collectibles Show to the next meeting of the STA.*



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

#### Submission information

Form: [STA Funding Application](#) <sup>[1]</sup>  
Submitted by Anonymous (not verified)  
March 3, 2020 - 3:47pm  
68.112.227.99

#### Organization

Weathervane Enterprises, Inc. (The Antique Collectibles Show)

#### Point of Contact

Maxine Carter-Lome

#### Contact Email

weathervanepublishing@gmail.com

#### Contact Phone Number

5083471960 x402

#### Please identify what type of organization you represent

For profit

#### Name of Event (if applicable)

The Antique Collectibles Show

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

January 1, 2021 - 10am-4pm, January 2, 2021 - 10am-7:30pm

#### Location of Event (if applicable)

The Sturbridge Host Hotel

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

Once again, the Journal of Antiques & Collectibles will be hosting a New Year's Day Antique Show, this year extended to include a second day of events for antique lovers and enthusiasts. New events include a lecture series, a Roadshow-type appraisal program, and Live Auction. This two-day event is being marketed as an Antiques Lovers Weekend, offering guests the opportunity to attend the events of interest to them, or come for the weekend to participate in all the activities.

#### Funding amount requested

\$5,000

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

\$2,500 for print advertising, including: The Arts & Antiques Weekly, Worcester Magazine, The Economizer, and Maine Antique Digest. All print advertising will identify the STA as a "Sponsor" of the event.

\$2,500 to offset the increase in our facilities fee with The Host to accommodate the rental of space for the second day of additional events. The total facility fee for The Host for both days will be \$5,000.

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

Last year, our show attracted over 700 paid attendees, not only from our local area but from Connecticut and New York as well. This year we believe that due to the success of last year's show that this year's show with the additional activities planned will attract even more guests. Given that this year's events fall over a weekend, we believe that with the special room rate offered by The Host that we can also attract guests from farther away, who will come for the weekend to be a part of the complete experience.

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

All of the Sturbridge antique shops reported a better than average sales day last January 1st among show guests who then spilled out into the Town to visit other antique shops and to have lunch or an early dinner. We anticipate the same economic activity next year plus anticipate with a two-day event and the packages we are offering that additional attendees in addition to our dealers will be staying over night and going out on the Town for dinner as we are not providing any activities for meals that would keep people from going out for their meals.

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

Yes

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

Revenue will cover the unfunded part of our facility fee contract with The Host and for additional digital advertising, printed materials, signage, social media marketing, and staffing.

**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?**

We have a lot of momentum going into this year's event thanks to the success of last year's show. That success will attract more dealers from further away and more guests, both to the show and the additional day of events planned. We are looking to build this into a destination weekend event for antique lovers, further re-enforcing the antique legacy of this region. Your support will help us plan and support its growth towards that goal.

**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.

**Source URL:** <https://www.sturbridge.gov/node/106334/submission/4814>





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

#### Submission information

Form: [Post Event Evaluation](#) <sup>[1]</sup>

Submitted by Anonymous (not verified)

January 6, 2020 - 9:14am

68.112.227.99

#### Point of Contact

Maxine Carter-Lome

#### Contact Email

maxineconsults@aol.com

#### Organization

Weathervane Enterprises, Inc.

#### Name of project or event

The Antique Collectibles Show

#### Event information (if applicable)

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

#### Total funds requested by applicant

\$4,000

#### Total funds approved by STA

\$4,000

#### Total funds spent by applicant?

\$4,000

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

Yes

#### Briefly describe your project or event

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Yes

**Source URL:** <https://www.sturbridge.gov/node/106344/submission/4224>

**Links**

[1] <https://www.sturbridge.gov/sturbridge-tourist-association/webforms/post-event-evaluation>

# Page Break



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 9 March 2020

To: Jeff Bridges, Town Administrator

CC: Brian Amedy, STA Chair; Jean Bubon, Town Planner

Subject: EDTC Monthly Update – February, early March 2020

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Below is a brief summation of my activities over the past month. If you have questions, comments or concerns please let me know.

## TIF Projects

### *Sturbridge Metallurgical Services (SMS)*

At this time we are still working with SMS to get their TIF project started. The Town, MassDevelopment and MOBD met with SMS on 4 March to talk about the next steps in their process. They have purchased the property they hope to expand onto and have flagged it for wetlands. They will be coordinating with the property owner next to them to coordinate timing for sewer installation. They are on track to go before the voters at the Annual Town Meeting in June.

### *New England Cold (NEC)*

In February the Town negotiated a ten year agreement with NEC that was supported by the Board of Selectmen at their 2/18/2020 meeting. At this time NEC has submitted all of their necessary paperwork to the EACC for their local only incentive. The Commonwealth rejected their request for state tax credits as they are a start-up, however if the facility expands in the future then they may be able to receive credits. The next meeting on this project will be before the EACC and will take place in Worcester on 3/19/2020.

## Façade Improvement Program

At this time I am investigating how to create a façade improvement program in Sturbridge. There are different funding sources for these programs and seem to range somewhere between \$50,000 and \$100,000 in funding. It also appears that this program *may* require approval from the Legislature for the use of these funds for this purpose. This project will require further discussion with Town Administration (and possibly counsel) to determine the appropriate course of action.

## Economic Development Self-Assessment / Forum

On 2/13/2020 the Town held an economic development forum to discuss local issues with our consultant McCabe Enterprises. The meeting had about 17 attendees and was broadcast on local access; participants provided a lot of good comments for our consultant's consideration. The consultant will take



the feedback from the forum as well as surveys that have been conducted to establish a baseline for the Town's economic health and will provide an economic development strategy going forward for the Town.

### Branding and Marketing Study

On 2/12/2020 the STA met with Open the Door to discuss their initial findings for their focus group testing of Sturbridge. A full breakdown of their findings can be found in the draft STA minutes from that day but in short, Sturbridge is viewed positively but it is not known why. Additionally our website needs to be modernized to be more appealing to the tech minded audience.

In addition to this update, Open the Door told us (and has subsequently provided) draft versions of the proposed Town brand. The Chair of the STA and I are conducting the initial review but will provide comments and versions for consideration shortly.

### Sturbridge Business Breakfast

On 3 March the Town held its twice annual Sturbridge Business Breakfast, this time hosted by Cornerstone Bank. There were about fifteen people in attendance and there was great discussion. The focus of the meeting was on preparing businesses for emergencies, specifically the risk of cyber-attacks on their systems. For those who could not attend, a summary of the breakfast was posted online at the following URL: [www.sturbridge.gov/businesses/news/sturbridge-business-breakfast-march-2020-overview](http://www.sturbridge.gov/businesses/news/sturbridge-business-breakfast-march-2020-overview).

### Restaurant Week

The STA is hosting a restaurant week from March 16<sup>th</sup> – March 29<sup>th</sup> and is open to *all* Sturbridge businesses. Unlike normal restaurant weeks, the STA has designed this event to feature no fixed menus or prices; by holding the event this way the STA is not excluding any businesses that may normally have lower price points or feature only breakfast menus.

The goal of the STA is to drive business to local restaurants during a historically slow time of year and hopefully create new customers because of it. To that end the STA is investing \$3,000 in local and regional media buys to raise awareness and create excitement for this event.

At this time advertisements or articles have been put in the following publications:

- Sturbridge Times
- Journal of Antiques and Collectibles
- Your Hometown Shopper
- Sturbridge Villager
- MassLive
- Discover Central MA

In addition the Chair of the STA has gone and distributed flyers of the event to many local businesses.

### STA

The STA had a lengthy meeting in February that covered a variety of topics. Their *draft* meeting minutes are available in their 11 March packet for your review.

## AAA Travel Show

On 7 March the STA Chair and I went to Gillette Stadium and helped staff the Discover Central MA booth to help promote Sturbridge and its businesses.

## Newsletters

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

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

## Meetings

Below is a list of the meetings I participated in February:

- 3 February – Met with The Last Green Valley to discuss future collaborations
- 4 February – Participated in budget meetings with the Town Administrator
- 12 February – Moderated an after action meeting on the Town's annual permitting process
- 18 February – Participated in the Land Use Meeting, specifically talking about the Economic Development forum
- 25 February – Joined the Planning Board for their discussion of 9 Holland Road