



STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

REGULAR MEETING AGENDA – 13 MARCH 2019

Center Office Building – 301 Main Street – Large Meeting Room – 6pm

REVISED – 11 MARCH 2019 AT 12:30PM

- 1) Call to Order
- 2) Review of Previous Minutes – 13 February 2019
- 3) Treasurers Report
- 4) New Business
 - a. Funding Request – Second Meeting – Worcester Magazine
 - b. Funding Request – First Meeting – Sturbridge Herbfest
 - c. Funding Request – First Meeting – Weathervane Enterprises, Inc.
 - d. Funding Request – First Meeting – Central MA Working Dog Club
 - e. Funding Request – First Meeting – Discover Central MA Campaign (FY 2020)
 - f. Funding Request – First Meeting – Discover Central MA – *Yankee Magazine*
 - g. Funding Renewal – STR Reports
 - h. Funding Request - Trail Towns - Leveraging Trails for Community and Economic Development
 - i. Discover Central MA – MOTT Presentation Discussion
 - j. *Sturbridge Express* Update
- 5) Old Business
 - a. GDP Contract
 - b. Discussion on Community Support Line Item
 - c. Requests for Proposal – Drafts
 - i. Five Year Marketing Strategy
 - ii. Brand Development
- 6) EDTC Report

7) Correspondence

- a. *Guide to Brimfield* – Request for STA Advertisement
- b. Women in Criminal Justice – Request for STA support
- c. *Putnam Traveler* – Request for STA Advertisement

8) Next Meeting

9) Adjourn

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

Page Break



STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

REGULAR MEETING AGENDA – 13 MARCH 2019

Center Office Building – 301 Main Street – Large Meeting Room – 6pm

- 1) Call to Order
- 2) Review of Previous Minutes – 13 February 2019
- 3) Treasurers Report
- 4) New Business
 - a. Funding Request – Second Meeting – Worcester Magazine
 - b. Funding Request – First Meeting – Weathervane Enterprises, Inc.
 - c. Funding Request – First Meeting – Central MA Working Dog Club
 - d. Funding Request – First Meeting – Sturbridge Herbfest
 - e. Funding Request – First Meeting – Discover Central MA Campaign (FY 2020)
 - f. Funding Renewal – STR Reports
 - g. Discover Central MA – MOTT Presentation Discussion
 - h. *Sturbridge Express* Update
- 5) Old Business
 - a. GDP Contract
 - b. Discussion on Community Support Line Item
 - c. Requests for Proposal – Drafts
 - i. Five Year Marketing Strategy
 - ii. Brand Development
- 6) EDTC Report
- 7) Correspondence
 - a. *Guide to Brimfield* – Request for STA advertisement
 - b. Women in Criminal Justice – Request for STA support

8) Next Meeting

9) Adjourn

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

Page Break



STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

REGULAR MEETING MINUTES – 13 FEBRUARY 2019

Center Office Building – 301 Main Street – Large Meeting Room – 6pm

MEMBERS PRESENT:

Brian Amedy (BA); Tom Chamberland (TC); Nick Salvatore (NS); Jeff Ardis (JA)

STAFF PRESENT:

Kevin Filchak, Economic Development & Tourism Coordinator (KF)

GUESTS PRESENT:

Kelly Tourtellotte (KT); Dale Gonyea (DG)

- 1) Call to Order – BA called the meeting to order at 6:03 with a quorum was present.
- 2) Review of Previous Minutes – 23 January 2019 – *TC MOVED to approve as submitted, NS seconded. APPROVED.* At 6:05pm DG joined the meeting and BA welcomed him and noted that he is here to see the committee and may be interested in applying for the vacant seat. General introductions were made.
- 3) Treasurers Report – KF gave update. Lengthy discussion on terminology used in the budget report. *TC MOVED to approve the budget as presented, NS second. APPROVED.*
- 4) New Business
 - a. Funding Request –Meeting – Global Design and Publishing – BA gave introductions. KT provided additional information regarding how she presents information to potential purchasers. JA discussed the suggested motions for the STA, highlighting the back cover, the subsidies, and the purchase of additional copies. JA asked about the number of copies printed and the extras available. KT said 5,000 are printed and distributed, free, through south central Massachusetts and north eastern Connecticut, and noted that the Mystic, Connecticut visitor center also received a box. KF gave update on the number of remaining copies in the Center Office Building. General discussion on purchase of additional copies of guides. JA suggested giving these to visitor centers around the area, general discussion on this. KT stated that if the STA needed more copies they could always order a reprint, there would just be additional costs. TC asked if hotels are given

enough copies. General conversation about getting these guides to the local hotels and effectively distributing them. *BA MOVED to allocate up to (but not exceed) \$5,000 from the Marketing line item to subsidize adverts in the 2019 Sturbridge Visitor Guide. TC seconded. APPROVED (4-0). BA MOVED to allocate \$950 from the Marketing line item to purchase a full page back cover advert on the 2019 Sturbridge Visitor Guide. JA seconded. APPROVED (4-0). BA MOVED to allocate up to \$2,000 from the Marketing line item to purchase an additional 1,500 copies of the 2019 Sturbridge Visitor Guide for later distribution by the STA. NS seconded. APPROVED (4-0).* TC asked if there was a way to put coupons in the book, as a way to create incentives for people to use them leading to brief conversation amongst members. KT talked about the benefits of social media.

- b. Funding Request – Initial Review – Gatehouse Media – KF provided overview of the request and suggested that the STA consider investing elsewhere in the upcoming fiscal year for a larger return on investment. General conversation about marketing and the RFP for marketing strategy. TC suggested focus on advertising in the off seasons, leading to a discussion on the ‘shoulder’ marketing seasons. BA suggested that Gatehouse come in for a smaller campaign, TC suggested a max of \$500/month. Group was in agreement for a shorter campaign, asked KF to invite Gatehouse and ask them to decrease the amount. TC asked to inquire if there’s analytical data for when the displays were access and when it was chosen to be posted.
- c. Discussion on Supporting 2019 Economic Development Initiatives – BA talked about supporting electric vehicles (EV) charging stations. TC said that such support could be undertaken through the Complete Streets program. General discussion about EV charging stations.
- d. Discussion – Discover Central MA (DCM) – Spring/Summer Advert – KF presented the two examples developed by DCM’s vendor, members approved the second advert. No vote taken.

5) Old Business

- a. Discussion – Annual Town Meeting Warrant Article – Draft Review – KF gave overview of the draft article, and noted his recommendation that this not be pursued by the STA. JA gave opinions on the warrant motion, noting the benefits and the concerns. BA noted he understood the concerns raised but noted that restaurants are coming before the STA seeking funding. Members had extensive discussion on the question of funding community events and the STA’s part in funding it. NS and TC asked if there is a sheet that says what is considered a community event verses what is not. BA suggested with the new review process it is important to ask questions about the community events. TC raised the question about the Special Events Committee getting money from Betterment. *TC requested the EDTC to review FY2019 Community Support expenditures*

*with the focus of identify those that do not meet the purview of the STA. JA asked what the endgame of this process would be. TC raised questions of the STA funding tourism events vs. community events. General conversation about redefining the role of the STA. TC reminded the members that we do not go afoul of the enabling legislation for the committee. TC amended his initial motion to say *TC requested EDTC to review the previous three fiscal years of the Community Support line item to examine the expenditures in that account. BA seconded APPROVED (4-0). TA MOVED that no action be taken on the Annual Town Meeting Warrant Article for Meals Tax. BA seconded. APPROVED (4-0).**

- b. Discussion – Request for Proposal (RFP) – 2025 Marketing Strategy – Draft Review – KF gave full overview of RFP and asked if the committee would like to include branding in the process. TC asked about new town logo leading to a lengthy discussion on branding and logo. NS asked about having a second RFP about branding. Members supported idea of doing a second RFP for branding. TC suggested bumping the population number on page three of the RFP to ten and twenty five thousand.
- c. Discussion – FY 2020 Budget & Budget Definitions – KF explained the budget as presented and explained the definitions. BA noted that EDTC definition should note that the town now covers half of the EDTC salary and benefits. *TC MOVED to approve the STA budget and definitions as presented. BA seconded. APPROVED (4-0).*

6) EDTC Report – KF provided EDTC update. .

7) Correspondence

- a. Discover Central MA – Legislative Breakfast Invitation – Members were made aware of said breakfast.
- b. The Last Green Valley – Walktober 2019 Request – Members decided to take no action at this time.

8) Next Meeting – Scheduled for 13 March 2019 at 6pm.

9) Adjourn – BA MOVED and TC seconded to end the meeting at 8:15 pm. APPROVED (4-0).

Page Break

Sturbridge Tourist Association | Fiscal Year 2019 Budget

Account	Account #	Original Total	Revenue Adjustments	Revised Total	Expenditure	Current Total Balance
Community Support	24400 56552	\$36,024.88	\$12,000.00	\$48,024.88	\$40,768.94	\$7,255.94
Marketing and Advertising	24400 56551	\$109,332.60	-\$12,000.00	\$97,332.60	\$70,690.93	\$26,641.67
EDTC	24400 51130	\$36,863.52	\$0.00	\$36,863.52	\$23,702.52	\$13,161.00
Tourism	58618	\$0.00	\$20,140.00	\$20,140.00	\$8,195.00	\$11,945.00
Total		\$182,221.00	\$20,140.00	\$202,361.00	\$143,357.39	\$59,003.61

EDTC Update

[illegible]

Community Support Allocations	
Total Allocated	\$48,101.95
Spent	\$40,768.94
Remaining Allocated	\$7,333.01
Remaining Unallocated	-\$77.07
Un-Used Funding	\$3,558.05
Total Available Funds	\$3,480.98

Spent
85%
Allocated
100%
Un-Allocated
0%

[illegible]

Marketing Allocations	
Total Allocated	\$91,690.00
Spent	\$71,283.93
Remaining Allocated	\$20,406.07
Remaining Unallocated	\$5,642.60
Un-Used Funding	\$2,017.57
Total Available Funds	\$7,660.17

[illegible]

Document Guide

Total Allocated = Sum of all items listed in the "Allocated" column

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

Remaining Allocated = Sum of all items listed in the "Remaining" column

Remaining Unallocated = Current total balance (found on cover page) - Total Allocated

Un-Used Funding = Sum of "Remaining" column for those items that have closed

Total Available Funds = Sum of "Remaining Unallocated" funds and "Un-Used Funding"

Item = Project approved by the STA

Allocated = Amount assigned by the STA

Remaining = "Allocated" - "Spent"

Date Approved = The date the STA approved the project

Community Support	FY2019	FY2018	FY2017	FY2016**
July	93%	33%	36%	
August	96%	33%	36%	
September	97%	33%	36%	
October	97%	35%	41%	
November	100%	36%	56%	
December	100%	36%	56%	
January	100%	73%	56%	
February	100%	88%	73%	
March		97%	73%	
April		97%	73%	
May		98%	92%	
June		98%	98%	
Marketing	FY2019	FY2018	FY2017	FY2016
July	82%	54%	30%	
August	84%	55%	30%	
September	84%	62%	43%	
October	84%	72%	50%	
November	84%	82%	53%	
December	84%	82%	53%	
January	86%	93%	62%	
February	94%	99%	65%	
March		81%	95%	
April		93%	95%	
May		101%	101%	
June		101%	101%	

Spending Totals / Comparisons

Community Support	FY2019	FY2018	FY2017	FY2016**
July	5%	13%	7%	
August	18%	15%	9%	
September	43%	15%	9%	
October	67%	15%	9%	
November	83%	27%	21%	
December	85%	28%	21%	
January	85%	28%	27%	
February	85%	60%	37%	
March		79%	58%	
April		80%	59%	
May		86%	59%	
June		96%	86%	
Marketing	FY2019	FY2018	FY2017	FY2016
July	1%	3%	0%	
August	11%	6%	2%	
September	19%	7%	5%	

October	32%	45%	5%	
November	49%	54%	25%	
December	70%	54%	29%	
January	73%	60%	32%	
February	73%	48%	34%	
March		48%	35%	
April		49%	37%	
May		71%	45%	
June		93%	88%	

Remaining Totals / Comparisons

Community Support	FY2019	FY2018	FY2017	FY2016**
July	95%	87%	93%	
August	82%	85%	91%	
September	57%	85%	91%	
October	33%	85%	91%	
November	17%	73%	79%	
December	15%	72%	79%	
January	15%	72%	73%	
February	15%	40%	63%	
March		21%	42%	
April		20%	41%	
May		14%	41%	
June		4%	14%	
Marketing	FY2019	FY2018	FY2017	FY2016
July	99%	97%	100%	
August	89%	94%	98%	
September	81%	93%	95%	
October	68%	55%	95%	
November	51%	46%	75%	
December	30%	46%	71%	
January	27%	40%	68%	
February	27%	52%	66%	
March		52%	65%	
April		51%	63%	
May		29%	55%	
June		7%	12%	

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

**FY 2016 only has data for end of the year at this time; in addition "Special Events" and "Community Support" are combined in this total as both accounts have since been combined.

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

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

by the total allocated

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

Community Support - 56552	
Original Total	\$48,024.88
Spent	\$40,768.94
Revised Total	\$7,255.94

Date	Item	Expenditure	Details
7/1/2018	Golden Bough Productions	\$1,000.00	Concerts on the Commons
7/1/2018	John Lampson	\$1,500.00	Concerts on the Commons
8/20/2018	JYL Transportation	\$1,000.00	Sturbridge Express Pilot Program
8/21/2018	JANE	\$1,533.20	Tent Rental for JANE
8/21/2018	JANE	\$1,320.00	Tent Rental for JANE
8/27/2018	JYL Transportation	\$1,000.00	Sturbridge Express Pilot Program
8/29/2018	Chamber of Central MA	\$500.00	Harvest Fest
8/29/2018	Custom Business Products	\$581.41	GeoFest
8/29/2018	Custom Business Products	\$331.00	GeoFest
9/5/2018	Outdoor Insurance Group, Inc.	\$5,195.00	The Big MOE - HRGC
9/10/2018	JYL Transportation	\$1,000.00	Sturbridge Express Pilot Program
9/10/2018	JYL Transportation	\$1,000.00	Sturbridge Express Pilot Program
9/19/2018	Sturbridge Fire Dept.	\$839.52	Team Hoyt Race Detail
9/19/2018	Sturbridge Police Dept.	\$3,625.42	Team Hoyt Race Detail
10/3/2018	JYL Transportation	\$1,000.00	Sturbridge Express Pilot Program
10/3/2018	JYL Transportation	\$1,000.00	Sturbridge Express Pilot Program
10/3/2018	JYL Transportation	\$500.00	Sturbridge Express Pilot Program
10/15/2018	Baba Sushi	\$500.00	For Fire Performers
10/15/2018	JYL Transportation	\$1,000.00	Sturbridge Express Pilot Program
10/22/2018	Knight's Airport Limo Service	\$5,323.00	New England Shake Up
10/31/2018	Hamilton Rod and Gun	\$695.00	Volunteer Food - Big Moe
10/31/2018	Hamilton Rod and Gun	\$500.00	Pond Restocking
11/13/2018	Custom Business Products	\$592.63	GeoFest
11/13/2018	MassCor	\$82.76	Polo Shirts
11/13/2018	MassCor	\$700.00	Padfolios
11/14/2018	Antiques and Collectibles at Fort.	\$660.00	Harvest Fest

Marketing and Advertising - 56551	
Original Total	\$97,332.60
Spent	\$70,690.93
Revised Total	\$26,641.67

Date	Item	Expenditure	Details
7/25/2018	Worcester Magazine	\$750.00	Fall Campaign (print)
7/31/2018	Worcester Magazine	\$250.00	Fall Campaign (print)
8/6/2018	Worcester Magazine	\$250.00	Fall Campaign (print)
8/6/2018	Worcester Magazine	\$1,500.00	Fall Campaign (digital)
8/20/2018	Discover Central MA	\$3,000.00	Yankee Magazine campaign
8/22/2018	WeatherVane Enterprises	\$200.00	Sturbridge Express Marketing
8/27/2018	Rapscallion Brewery	\$1,770.00	Sturbridge Express Marketing
8/29/2018	<i>The Republican</i>	\$2,664.00	Summer/Fall Tourism
8/29/2018	Mass Live Media	\$669.00	Summer/Fall Tourism
8/29/2018	Your Hometown Shopper	\$75.00	GeoFest
9/12/2018	Worcester Magazine	\$1,250.00	Worcester Magazine Campaign (Print)
9/12/2018	Worcester Magazine	\$500.00	Worcester Magazine Campaign (Online)
9/14/2018	Retroactive Northeast	\$2,705.43	New England Shake Up
9/20/2018	The Republican	\$2,664.00	Summer/Fall Tourism
9/20/2018	Mass Live Media	\$669.00	Summer/Fall Tourism
9/20/2018	Times Union	\$6,333.33	Summer/Fall Tourism
9/20/2018	Chamber of Central MA	\$7.09	Postage et al.
10/3/2018	Center of Hope	\$46.00	Geofest 2019 Marketing
10/3/2018	CMS Chamber	\$8.83	Postage et al.
10/15/2018	Worcester Magazine	\$1,065.00	Fall Campaign (print)
10/15/2018	Worcester Magazine	\$2,375.00	Fall Campaign (digital)
11/5/2018	Discover Central MA	\$2,000.00	Yankee Magazine campaign
11/14/2018	Albany Times Union	\$6,333.34	Summer/Fall Tourism
11/14/2018	Brimfield Publication	\$300.00	Harvest Festival
11/14/2018	Your Hometown Shopper	\$195.00	Harvest Festival
11/14/2018	Strategen Advertising	\$398.00	Harvest Festival
11/14/2018	Chamber of Central MA	\$16.58	Tourism Line / Fulfillment
11/14/2018	The Republican	\$2,664.00	Summer/Fall Tourism
11/14/2018	Mass Live Media	\$669.00	Summer/Fall Tourism
11/14/2018	Times Union	\$6,333.33	Summer/Fall Tourism
11/15/2018	GateHouse New England	\$500.00	Worcester Magazine Campaign (Print)
11/15/2018	GateHouse New England	\$1,700.00	Worcester Magazine Campaign (Online)
12/10/2018	Chamber of Central MA	\$2,300.00	T&G Harvest Fest
12/17/2018	GateHouse New England	\$1,000.00	Worcester Magazine Campaign (Print)
12/17/2018	GateHouse New England	\$1,396.80	Worcester Magazine Campaign (Online)
12/27/2018	OSV	\$3,300.00	Christmas by Candlelight Ads
12/27/2018	OSV	\$9,900.00	Christmas by Candlelight Ads
12/31/2018	TLGV	\$530.00	Walktober Adverts
1/9/2019	GateHouse New England	\$1,355.20	Worcester Magazine Campaign (Online)
1/9/2019	GateHouse New England	\$1,000.00	Worcester Magazine Campaign (Print)
2/13/2019	GateHouse New England	\$48.00	Worcester Magazine Campaign (online)

EDTC Salary - 51130	
Original Total	\$36,863.52
Spent	\$23,702.52
Revised Total	\$13,161.00

Date	Item	Expenditure	Details
7/31/2018	July	\$2,086.56	
8/31/2018	August	\$3,477.60	
9/30/2018	September	\$2,836.92	
10/31/2018	October	\$2,782.08	
11/30/2018	November	\$3,477.60	
12/31/2018	December	\$2,782.08	
1/31/2019	January	\$3,477.60	
2/28/2019	February	\$2,782.08	
	March		
	April		
	May		
	June		

Sturbridge Tourist Association

Definitions

Community Support: This considers costs for sponsoring or co-sponsoring the communities, organizations, or residents within Sturbridge, to implement local initiatives within the Town that present opportunities to enhance, increase or support visitor and community wide experiences. Consideration for funding include beautification and maintenance sponsorship, such as town maintained trails or streetscape improvements, or the administration of studies to better understand the tourist climate for recommendation to the committee when establishing goals. This also includes the costs associated with sponsoring or co-sponsoring an event intended to entice an audience of people to an attraction in the attempt to generate and facilitate tourism to Sturbridge. Intended costs would be equipment rentals, permit fees, police and fire details, portable restroom facilities, trash receptacles, and/or entertainment as related to the community event or activity. It also includes printing costs associated with Town brochures and signs, installation costs of signs, maintenance costs for beautification projects, or other related promotional costs. Examples of such activities that have been funded and may continue to be funded, fully or in part, include: Wayfinding signs, the Trails Tourism Booklet, Concerts on the Common, Harvest Festival, GeoFest, and Pintastic.

Marketing and Advertising: This includes costs associated with the promotion of tourism with a portion to be used directly for the marketing of all Sturbridge businesses involved in tourism, as well as the advertising efforts to attract people to an event or tourist related business. Advertising costs related to producing advertisements for products, services or ideas using the following media may be funded: radio, television, newspaper, billboard, sandwich boards, posters, cards, online and domain name (search engines) that aids in the communication to people/customers or groups of people/customers aware of Sturbridge's economy or market in the expectation to draw them into Sturbridge. A clear and concise advertising strategy should be outlined in the application form and presented for consideration. Advertising is the specific action taken to promote tourism. Promotion is the idea to attract people, promote and expand tourism in Sturbridge, and induce them to come to Sturbridge for an event, an attraction, a business, or to take advantage of the Town's natural resources. Such promotions may include costs associated with consumer promotions (i.e., discounts, coupons, contests, promotion banners, direct mail, and merchandise), trade discounts, incentive awards, or public relations (i.e., news releases about happenings in town, donations to a town cause, or campaign to encourage people to shop, eat, stay in Town) as part of the overall promotional methods used to increase awareness and inform people of the positive reasons to come to Sturbridge.

Sturbridge Tourist Association

Definitions

Economic Development & Tourism Coordinator Salary: This person will staff STA meetings, be the business conduit for the community and be responsible for implementing aspects of the Master Plan and Commercial Tourist District plan as it relates to economic development. It is further expected that this person is responsible for grant writing to bring other resources to the Town as it relates to promotion of tourism, business development and community activities within the Town. This person should be trained in the field of economic development and/or tourism development and have demonstrated success in this field.

03/07/2019 15:50
 1655cger

 TOWN OF STURBRIDGE
 STA BUDGET FEBRUARY 2019

 P 1
 glytdbud

FOR 2019 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/>								
24400 51130	SALARIES/WAGES	36,864	0	36,864	23,702.52	.00	13,161.00	64.3%
24400 56551	MARKETING/ADVERTISI	109,333	-12,000	97,333	70,690.92	.00	26,641.68	72.6%
24400 56552	COMMUNITY SUPPORT	36,025	12,000	48,025	40,768.94	.00	7,255.94	84.9%
24400 58618	TOURISM IMPROVEMENT	0	20,140	20,140	8,195.00	.00	11,945.31	40.7%
TOTAL STURBRIDGE TOURIST ASSN		182,221	20,140	202,361	143,357.38	.00	59,003.93	70.8%
TOTAL STURBRIDGE TOURIST ASSN		182,221	20,140	202,361	143,357.38	.00	59,003.93	70.8%
TOTAL EXPENSES		182,221	20,140	202,361	143,357.38	.00	59,003.93	

Budget Reconciliation

Department	Sturbridge Tourist Association
Month	February 2019
Balance Agree	X
Balance Does Not Agree	

Explanation of Variance: For 24400 56551 I have it one cent less in that account than is on the sheet (total: \$26,641.67).


Kevin Filchak, M.P.A.

Department Head



11 March 2019

Date

Page Break



TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR
KEVIN FILCHAK, M.P.A.

Date: 6 March 2019
To: Sturbridge Tourist Association
Subject: Gatehouse New England – Digital Campaign Application

OVERVIEW

Gatehouse New England (GNE) has revised their application for a spring / summer / fall campaign first reviewed in February. The STA asked that a smaller campaign be considered.

GNE proposes two campaigns, one to finish the 2019 fiscal year while the second would occur in the 2020 fiscal year. They propose a \$1,500 campaign (\$500/month) which will guarantee fifty-thousand impressions per month. They also propose that a similar campaign occur from 10/1/2019 – 12/31/2019 and the tactics for that campaign be determined by the results of the first campaign.

I do believe that this campaign is more reasonable and meets with our current capabilities as compared to that which was first presented in February. However the same challenges as before arise as the STA does not have a specific strategy for advertising or a clear metric for gauging the success of such a campaign.

SUGGESTED MOTION

It is recommended that the STA only vote on the FY 2019 proposal. If the STA concurs, the following motion would be in order:

MOVE to allocate \$1,500 from the Marketing line item for a digital campaign with Gatehouse New England (d.b.a. Worcester Magazine) to run from 4/1/2019 – 6/30/2019.

Sturbridge Tourism Association

Digital Campaign

On Target

First campaign starts ***April 1, 2019 through June 30, 2019***

\$500 per month (Total for first campaign is \$1500)




50,000 impressions on a monthly basis

Second campaign starts ***October 1, 2019 through December 31, 2019***

50,000 impressions on a monthly basis

Tactic for campaign to be determined based on outcome of March 13th meeting. Based on 2018 the following tactic was determined

- 1) Zip Codes of Towns Identified &
- 2) Demographics

From:  "Galipeau, Diane" <dgalipeau@gatehousemedia.com> 2/20/2019 2:54:22 PM 
Subject: Re: Worcester Magazine & Gatehouse
To:  **Kevin Filchak**
Attachments:  Attach0.html / Uploaded File 14K

Hi Kevin:

Our digital campaign programs have a minimum of 3 consecutive months so with that being said we could do April/May & June. Then start again October/Nov & Dec. The minimum would be \$500 a month at 42000 impressions per month. When they are displayed yes but what time of day (doubtful) but I will check. Do you still need a formal proposal before the 3/13 meeting date?

-Diane

On Wed, Feb 20, 2019 at 2:19 PM Kevin Filchak <kfilchak@town.sturbridge.ma.us> wrote:

Diane,

Thank you for emailing me as I meant to email you this week.

So the STA talked about your proposal last week. They have some large plans for next year and their remaining budget for this year is limited so the group wanted to see if we could do a smaller promotional campaign. Could you re-present your proposal for a max of around \$500/month and a shorter campaign focused on our slower seasons (April / May, and another for Nov. / Dec.). the group also wanted to know if the analytical data showed when the ads were displayed and what time of day they were posted? Also if you or one of your colleagues could join us for our next meeting on March 13th we can decide on the campaign that night.

Thank you. Please feel free to call or email me with questions.

Best,
Kevin

~~~~~  
KEVIN FILCHAK | M.P.A.  
Town of Sturbridge  
Economic Development/Tourism Coordinator

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

Center Office Building

# Page Break



# TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR  
KEVIN FILCHAK, M.P.A.

Date: 6 March 2019

To: Sturbridge Tourist Association

Subject: Weathervane Enterprises – The Sturbridge Antiques and Collectibles Show

Weathervane Enterprises has taken over the Sturbridge Antiques and Collectibles Show that ran from 2014 – 2017 with the help and funding of the STA. Last year the show did not run and according to Weathervane's application there was still a demand for such a show. Therefore they are resurrecting the show using the same general structure as before, but incorporating their marketing capabilities to promote the event to a wider audience. At this time they are expected to attract 70 antique dealers and at least 700 patrons to the area.

They are requesting \$5,000 to help brand the event, as well as market and advertise it given its one year absence. At this time it would be difficult to fund the full \$5,000 request given the current limited funds in the marketing line item.

## SUGGESTED MOTION

If the STA concurs the following motion would be in order:

*MOVE to invite Weathervane Enterprises to the next meeting of the STA to discuss their proposed Sturbridge Antiques and Collectibles Show.*

# Sturbridge Tourist Association - Funding Request Form

Below is the Sturbridge Tourist Associations funding request form. If you have an event that you would like supported, you must complete and submit this form to the Economic Development and Tourism Coordinator so that it can be added to the next available agenda.

Email address \*

maxine@journalofantiques.com

Contact Person (name & title) \*

Maxine Carter-Lome, President & Owner

Contact Person Phone Number \*

508-347-1960 x402

In order for you to receive funding you must (A) complete this application and (B) review and agree to the Sturbridge Tourist Association Funding Request Policy (policy is 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)). Check the box below confirming you have read and understand the STA Funding Request Policy. \*



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

Name of Organization \*

Weathervane Enterprises, Inc.

## Address

46 Hall Road/P.O. Box 950, Sturbridge, MA 01566

---

## Website and Social Media pages (please include links)

Show information will be marketed under the Journal's website, [www.JournalofAntiques.com](http://www.JournalofAntiques.com) but a new Facebook page and information/online ticket site will be introduced in June 2019.

---

## Is this the first time you are seeking funding?

☐ Yes

☒ No

---

## Funding Information

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

### Funding Amount Requested \*

\$5,000.00

---



## Please provide a detailed explanation of why you are seeking funding from the Sturbridge Tourist Association? \*

We are looking to launch an annual New Year's Eve/Day Antique Show at the Sturbridge Host Hotel & Conference Center to replace the show that ran from 2014-2017. This show would be hosted by the Journal of Antiques & Collectibles, our national monthly magazine for the antiques and antique collectibles market. This will be a vetted antique dealer show and celebration of the New Year, putting Sturbridge and its antiques community back on the map as a destination for New Year's Day. We are seeking \$5,000 from the STA for the branding, marketing, and advertising of the show to attract participating vendors and showgoers. With a one year absence of this show and new show management, we will need to make a financial investment in the relaunching, branding and promotion of the show.

---

## How will this event support Economic Development and Tourism in Sturbridge? \*

The Show is expected to attract 70 local and regional antique dealers, including several from Sturbridge, and over 700 local and regional showgoers for New Year's Day, based on the Show's past performance. Advertising in both the Journal and other national and regional antiques publications and newspapers, as well as an extensive social media campaign, will re-inforce and enhance Sturbridge's reputation as the Antiques Crossroads of South Central Mass, as well as make the show, The Host Hotel, and Sturbridge an annual New Year's destination.

---

## Do you expect to receive funding from other sources? If so explain.

We are only seeking funding through the STA. All other funding will come through event revenue.

---

Are you expecting to make any revenues from your project? If so where do those revenues go?

The Show will generate revenue from vendor booth sales, admission fees, and Sponsorships. Revenues will be applied to The Host's facility fee, food & beverage, security, and on-site decorating.

Are there any other insights or information that you feel are important for the STA to know when considering your application?

We are taking off where another, highly successful show left off. Local antique businesses will tell you that not having the show last year left a gap, with many visitors to their shops asking what happened. There is demand and interest in the market from both antique dealers and visitors to bring the show back, and the community's calendar is clear for such a New Year's Day attraction and special event.

## Event Information

If your project is not associated with an event that will take place in Sturbridge, you may skip this section and go to Section 4 - Review and Submit.

What is the name of the event?

The Sturbridge Antiques & Collectibles Show

Where will the event be held?

The Sturbridge Host Hotel

Please add the event website and/or social media links.

<http://www.journalofantiques.com> (no show-related information is currently available; a new Facebook page will be launched in June)

---

Please add the start date for the event.

MM DD YYYY

12 / 31 / 2019

If a multi-day event, please add the end date for the event.

MM DD YYYY

01 / 01 / 2020

Please add the start time for the event.

Time

06 : 00 PM ▼

Please add the end time for the event.

Time

05 : 00 PM ▼

Will this event draw in visitors from outside of the region?

☒ Yes

☐ No

## Is this an annual event?

☒ Yes

☐ No

## Are you marketing this event? If you are how are you doing so? If not why are you not?

Our marketing campaign will include print advertising in antiques publications and regional and local newspapers, a social media campaign, website, public relations, rack cards, postcards, posters, and the help of our dealers to promote the Show to their own customers and social media followers.

## Are there any other insights or information about your event that you feel are important for the STA to know when considering your application?

We are looking to bring back a show that was successful, to re-enforce Sturbridge's place as the crossroads for antiques in South Central Mass, and create another special event on the community's calendar, making Sturbridge the place to be for New Year's Eve .

## 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.

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

# Page Break



# TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR  
KEVIN FILCHAK, M.P.A.

Date: 6 March 2019

To: Sturbridge Tourist Association

Subject: Funding Request – 1<sup>st</sup> Meeting – Central Mass Working Dog Club

The town was initially contacted by Discover Central Massachusetts regarding the Central Mass Working Dog Club show. They were trying to find a location for their event in the area. The Recreation Director and I met with Mr. Horan and discussed his event. At the time he was thinking of hosting it at Tantasqua High School but they were unable to secure the venue. We suggested alternatives (Town Barn) and offered to help. He said that he was using a lot of Sturbridge hotels for the event (Publick House, Comfort Inn and La Quinta were mentioned). We noted that if he had the event in Sturbridge he could seek STA dollars for support.

It was later found out that he secured a field in Spencer for the event. I was contacted asking if we could still help fund the event. Normally a request like this would be out of the question. However under Section I.b. of our policy it states, “*Events that take place entirely outside of Sturbridge are ineligible to receive funding from the STA, however should the event be deemed to be an economic value to the Town of Sturbridge; the STA reserves the right to exempt this clause.*” As the applicant has booked over 100 hotel rooms over the four nights of the event, I felt that this could fall under that ‘economic value’ definition and put it before the STA for consideration.

There are aspects of this application that are not entirely clear and if the STA pursues this I would recommend that a clear picture of the economic value to Sturbridge be presented (i.e. number of room nights, room rates, etc.).

## SUGGESTED MOTION

If the STA concurs, the following motion would be in order:

*MOVE to invite the Central Mass Working Dog Club to the next meeting of the STA to discuss their upcoming show in Spencer.*

# Sturbridge Tourist Association - Funding Request Form

Below is the Sturbridge Tourist Associations funding request form. If you have an event that you would like supported, you must complete and submit this form to the Economic Development and Tourism Coordinator so that it can be added to the next available agenda.

Email address \*

jph600@aol.com

Contact Person (name & title) \*

John Horan

Contact Person Phone Number \*

6176991546

In order for you to receive funding you must (A) complete this application and (B) review and agree to the Sturbridge Tourist Association Funding Request Policy (policy is 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)). Check the box below confirming you have read and understand the STA Funding Request Policy. \*



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

Name of Organization \*

Central Mass Working Dog Club



## Address

48 Bacon Hill Rd

## Website and Social Media pages (please include links)

Uscachampionship.com

## Is this the first time you are seeking funding?

☒ Yes

☐ No

## Funding Information

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

### Funding Amount Requested \*

\$3000.00

### Please provide a detailed explanation of why you are seeking funding from the Sturbridge Tourist Association? \*

To defray the cost of the stadium expenses for the event

## How will this event support Economic Development and Tourism in Sturbridge? \*

I have prebooked over 100 hotel rooms for over 4 nights per. I'm hosting the event dinner at the Public House. There should be over 300 plus spectators per day .

## Do you expect to receive funding from other sources? If so explain.

Entry fees.

## Are you expecting to make any revenues from your project? If so where do those revenues go?

UScA is a not for profit

## Are there any other insights or information that you feel are important for the STA to know when considering your application?

I had originally planned on using Tantasqua High School but the demands of the school were not going to work for the event.

## Event Information

If your project is not associated with an event that will take place in Sturbridge, you may skip this section and go to Section 4 - Review and Submit.

What is the name of the event?

2019 Working Dog Championship

Where will the event be held?

O'Gara Park Spencer, MA

Please add the event website and/or social media links.

Facebook 2019 WDC

Please add the start date for the event.

MM DD YYYY

05 / 01 / 2019

If a multi-day event, please add the end date for the event.

MM DD YYYY

05 / 05 / 2019

Please add the start time for the event.

Time

08 : 00 AM ▼

Please add the end time for the event.

Time

05 : 00 PM ▼

Will this event draw in visitors from outside of the region?

☒ Yes

☐ No

Is this an annual event?

☐ Yes

☒ No

Are you marketing this event? If you are how are you doing so? If not why are you not?

We are.

Are there any other insights or information about your event that you feel are important for the STA to know when considering your application?

I'm also hosting the Regional Championship in May. Again, booking 40-60 hotel rooms in Sturbridge. Dinner being held at the Public House

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.

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

# Page Break



# TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR

KEVIN FILCHAK, M.P.A.

Date: 11 March 2019  
To: Sturbridge Tourist Association  
Subject: Funding Request – 1<sup>st</sup> Meeting – Herbfest

---

This is the first request from Sarah Greene, owner of Alternatives 4 Health here in Sturbridge. She along with two co-coordinators are bringing the first ever “Herbfest” to Sturbridge. This event will feature live music, vendors, classes and a variety of other activities. The event will take place on 10/5/2019 and will be held at the Sturbridge Senior Center.

The event will bring a variety of vendors to town and according to their application will bring in visitors from the region.

For this fiscal year, Ms. Greene is looking for support for the marketing of this event. In total that would be approximately \$2,001. Given the amount is below the \$2,500 threshold for automatic two month review, it is within the STA purview to rule on this application outright or to postpone it for another month.

## SUGGESTED MOTION

If the STA concurs, the one of the following motion would be in order:

*MOVE to invite the Sturbridge Herbfest coordinators to the next meeting of the STA to discuss their upcoming show in October.*

*Or*

*MOVE to approve \$2,001 from the FY 2019 marketing line item to support the promotional efforts of the Sturbridge Herbfest.*

# Sturbridge Tourist Association - Funding Request Form

Below is the Sturbridge Tourist Associations funding request form. If you have an event that you would like supported, you must complete and submit this form to the Economic Development and Tourism Coordinator so that it can be added to the next available agenda.

Email address \*

sargreene@gmail.com

Contact Person (name & title) \*

Sarah Greene

Contact Person Phone Number \*

508-347-2111

In order for you to receive funding you must (A) complete this application and (B) review and agree to the Sturbridge Tourist Association Funding Request Policy (policy is 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)). Check the box below confirming you have read and understand the STA Funding Request Policy. \*



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

Name of Organization \*

Sturbridge Herbfest



## Address

426 Main Street, Sturbridge, MA 01566

---

## Website and Social Media pages (please include links)

www.alternatives-4health.com

---

## Is this the first time you are seeking funding?

☒ Yes

☐ No

---

## Funding Information

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

## Funding Amount Requested \*

4000

---

## Please provide a detailed explanation of why you are seeking funding from the Sturbridge Tourist Association? \*

Sarah Greene (business owner of Alternative For Health), Jo-Ann Grubert (Sturbridge resident and wife of Sturbridge business owner Grubert Carpentry) and Christine Haller (retired Burgess Elementary School Teacher ) are planning the first herbal conference to be held in Sturbridge at the Senior Center on October 5, 2019. This is the first time that we are planning this and are looking for funds to promote and put on our event. We are hoping to make this an annual - one day event.

|                                   |                          |
|-----------------------------------|--------------------------|
| 2 tents 20x20 @ \$300 each        | 600                      |
| 6 tables @\$10 each               | 60                       |
| 120 chairs @ \$1 each             | 120                      |
| Advertisement WISDOM (4)          | 876                      |
| Advertisement Spirit of Change    | 525                      |
| Local Ads – Stonebridge Press     | 400                      |
| Portable Toilets                  | 180                      |
| Trash Dumpster                    | 325                      |
| Insurance for Senior Center       | 500 - 700                |
| Printing Costs (flyers & posters) | 200                      |
| Town Police                       | 462.82                   |
| Shuttle Bus & Driver              | 1000 - 1200              |
| <b>Total</b>                      | <b>5248.82 - 5648.82</b> |

## How will this event support Economic Development and Tourism in Sturbridge? \*

We expect to attract between 300 to 400 people our first year. Herbal teachers from surrounding states will be offering herbal classes and intensives. These teachers are well known and will hopefully attract new people to our area. Some participants may opt to stay in local hotels. In our advertising we plan to include other events and places of interest to visit (ex. OSV herb garden, local nurseries). We plan on having 3 food vendors on our site, 2 of whom are Sturbridge business owners. We will offer restaurant suggestions and menus for an evening meal as our event ends at 4:30.

Do you expect to receive funding from other sources? If so explain.

There will be an entrance fee of \$10 in advance and \$15 on the day of the event. The vendor fee is \$50 and we have room for 27 vendors.

Are you expecting to make any revenues from your project? If so where do those revenues go?

We do expect to make some revenues and they will be used to support, expand and improve the 2nd annual Sturbridge Herbfest. They will also be used to pay for any unforeseen expenses. There will be an entrance fee of \$10 in advance and \$15 on the day of the event. The vendor fee is \$50 and we have room for 27 vendors.

Are there any other insights or information that you feel are important for the STA to know when considering your application?

This will be the first event of its kind in Sturbridge. The Sturbridge Senior Center will be alive with 3 food vendors, (25-27)artisan and craft tables, drum making, and weed walks. Inside the center and in two areas outside there will be over 15 (50 minute workshops) and 4 (2 hour intensive classes) with these subjects: winter health, children's health, stress reduction, lyme disease, first aid, herbal teas, medicine making with herbs, women's health, essential oils, food preservation, gardening. This type of event is for the sharing of information and meeting new people.

## Event Information

If your project is not associated with an event that will take place in Sturbridge, you may skip this section and go to Section 4 - Review and Submit.

What is the name of the event?

Sturbridge Herbfest

Where will the event be held?

Sturbridge Senior Center, 480 Main Street

Please add the event website and/or social media links.

www.alternatives-4health.com

Please add the start date for the event.

MM DD YYYY

10 / 05 / 2019

If a multi-day event, please add the end date for the event.

MM DD YYYY

/ /

Please add the start time for the event.

Time

09 : 30 AM ▼

Please add the end time for the event.

Time

04 : 30 AM ▼

Will this event draw in visitors from outside of the region?

☒ Yes

☐ No

Is this an annual event?

☒ Yes

☐ No

Are you marketing this event? If you are how are you doing so? If not why are you not?

Advertisements in Health and Herbal Publications - Wisdom, Spirit of Change, local cable TV channels

Social media

Flyers at The International Herbal Symposium and the Northeast Women's Herbal Conference

Flyers & Posters

Informational article in Local Newspapers and Senior Newsletters

Are there any other insights or information about your event that you feel are important for the STA to know when considering your application?

## 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.

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

# Page Break



# TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR

KEVIN FILCHAK, M.P.A.

Date: 6 March 2019

To: Sturbridge Tourist Association

Subject: Funding Request – 1<sup>st</sup> Meeting – Discover Central MA Campaign

This proposal came from a discussion with DCM to increase our cooperation and partnership in the coming year. What is presented is a variety of opportunities for the STA to collaborate with groups not normally accessible by current campaigns.

DCM proposes the following marketing proposal for FY 2020:

- Website and Social Media marketing (\$13,750)
- Participation in AAA Travel Show (\$600)
- Inclusion in *Yankee Magazine* campaign (\$5,000)
- Full page adverts in DCM Visitor Guide (\$4,000)
- Photo Shoots in Sturbridge (\$500)
- DCM Membership and 3 Complimentary (non-lead receiving) memberships (\$150)

The total price for this campaign is \$24,000 but the value of it is \$30,000. As the STA is considering spending a substantial amount of money next year on identifying strategies for marketing the town in the future, this campaign may help in the transition. It allows Sturbridge to be more hands off on managing the materials while also, likely, getting a substantial return on investment.

It is recommended that the STA consider this campaign partnership in FY 2020.

## SUGGESTED MOTION

If the STA concurs, the following motion would be in order:

*MOVE to invite Discover Central Massachusetts to the next meeting of the STA to discuss their proposed FY 2020 campaign.*





January 22, 2019

Sturbridge Tourism Association  
308 Main Street  
Sturbridge, MA 01566

## **MARKETING PROPOSAL:** **(Effective July 1, 2019 - June 30, 2020)**

### **Website & Social Media Marketing:\***

- 12 Month Feature (Sponsored Content) on Discover Central MA homepage.
  - (1) Email blast per month promoting homepage article (distribution approximately 18,000).
  - Social Media campaign to audience defined by the STA (\$225 per month) on Instagram and Facebook.
- Price: \$13,750 (Valued at \$15,480)**

### **Participation in AAA Travel Show (March 2020)**

- (1) Pop-Up Banner permitted as well as designated section on table for STA collateral.
  - (1) Representative from STA to promote Sturbridge at designated times throughout the trade show.
  - Access to all email addresses collected at the trade show for STA use.
- Price: \$600 (Booth \$4,200)**

### **Inclusion in Yankee Magazine Campaign:**

- (1) Sponsored Content Article with Sturbridge Focus (Fall 2019).
  - Hosted on NewEngland.com and sent to Yankee distribution list
- (1) 1/2 Page Print ad in Yankee Magazine Fall Guide.
  - Designed by Discover Central MA with STA input.

**Price: \$5,000 (Valued at \$6,200)**

### **(2) Full Page Ads in DCM Visitor Guide:**

- Distribution 40,000 to restaurants, colleges and attractions within region.
- Distribution via CTM Media to I-84, Boston-area, Southern NH, and Providence-area

**Price: \$4,000 (Valued at \$2,900)**

### **(2) Photo Shoots at Locations Designated by STA:**

- Can be events or locations. Advance notice required. Discover Central MA will have full access to images for marketing purposes, as will the STA.

**Price: \$500 (Retainer with DCM)**

### **Discover Central MA Membership + (3) Complimentary (non-lead receiving) memberships**

**Price: \$150 (Value not to exceed \$600)**



**TOTAL PRICE: \$24,000**

**VALUE: \$30,000**


*\*Please note, sponsored content is to be provided by the Sturbridge Tourism Association on a monthly basis. All content must be provided 2 weeks prior to launch date. A freelancer writer can be provided for an additional \$200 per article.*



# Page Break

---

From:  Stephanie Ramey <Sramey@discovercentralma.org> 3/4/2019 3:55:02 PM 

Subject: Yankee Publications & Widget

To:  **Kevin Filchak**

Attachments:  Attach0.html / Uploaded File 4K  
 VW-ebook-scripts-2019[3].pdf / Uploaded File 1.1M

---

Hi Kevin,

Nice speaking with you. What do you think about the following:

2 Page Yankee Publications ad spread in the summer edition. Art work due 3/15.

Total was \$10,900 – a reduction from \$14,000.

I was also able to negotiate (2) New England Today Text Ads in their newsletter

I'd like to do a Sturbridge focus and make it look more like an advertorial. OSV would throw in \$4k to be the feature on the left page. DCM would contribute \$3,450 and I'm hoping STA will cover the same. We can do a (2) paragraph write-up on why Sturbridge is a perfect getaway. Highlight OSV, hotel, brewery, a restaurant, boutique. Direct traffic to the Sturbridge Widget itinerary? I really want our advertising to focus on overnight stays.

Let me know if you are in...

Also, I've attached the code to host the widget on your website. Would love the town to consider adding it.



Thanks!

Stephanie


Stephanie Ramey  
Executive Director  
Discover Central Massachusetts  
311 Main Street, Suite 200  
Worcester, MA 01608  
[sramey@discovercentralma.org](mailto:sramey@discovercentralma.org)  
(508) 753.1550 x300  
[www.discovercentralma.org](http://www.discovercentralma.org)



# Page Break

---

From:  Jennifer Foster <jfoster@str.com> Sunday, February 24, 2019 12:40:26 PM 

Subject: STR Destination Report Renewal Reminder - Town of Sturbridge

To:  **Kevin Filchak**

Attachments:  Attach0.html / Uploaded File 17K  
 CustomForecast\_Sample\_18 Month.xlsx / Uploaded File 252K

---



<https://str.my.salesforce.com/servlet/servlet.ImageServer?id=015o0000001UY9&oid=00Do0000000bUjv>

Hello Kevin,

This is a friendly reminder that your annual STR Destination Report agreement expires March 31, 2019.  
**Your renewal fee will be \$1,650.**

If you are satisfied with your current package, your renewal agreement contract and invoice will be sent to you a week before your agreement expires.


To thank you for your support over the past year – and because we value your feedback - I'd love to chat about your current reports and introduce you to new STR products and services. I have attached a sample of our Custom Forecast Report which projects 18 months of performance (Occ, ADR & RevPAR data) for any group of chosen hotels. This hands-on forecast is based on historical performance and specific market dynamics such as new supply entering the area. Available as a one-time report or quarterly subscription.

Below is a snapshot of STR solutions created with destinations in mind. If you are interested in adding any of the below reports to your renewal, please let me know and I'll be happy to provide an updated price quote.

Do you have any questions? [Report](#) - Project your market's key metric performance.

I look forward to speaking with you soon.



Thank you  [gallery.mailchimp.com/98de2a74ef2cba050d8bede8a/images/3b35880e-8db1-4e75-b987-656926bbfb7b.jpg](https://gallery.mailchimp.com/98de2a74ef2cba050d8bede8a/images/3b35880e-8db1-4e75-b987-656926bbfb7b.jpg)

Jennifer Foster [s](#) Track new supply status with detailed supply trend data.

BD, Industry Partners

**Additional Resources** [Two Ways to Participate](#)



- Hotel News Now – For the latest in industry news, visit [HNN](#) [J63a8-dedc-451b-8d71-517572af12c7.jpg](#)
- Certification in Hotel Industry Analytics ([CHIA](#))
- Glossary: For all STR definitions, please click [here](#)
- Frequency Asked Questions: For all STR FAQs, please click [here](#)

# Page Break



<https://files.constantcontact.com/75f462b4101/d3ca4717-47f2-4140-872d-8025cd73ff9b.jpg>

## **March 21 Webinar:**

### **"Trail Towns - Leveraging Trails for Community and Economic Development"**

**Title:** Trail Towns - Leveraging Trails for Community and Economic Development

**Date:** Thursday, March 21, 2019

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

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

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



<https://files.constantcontact.com/75f462b4101/31a71444-2901-49>

#### **Webinar Details**

This webinar will take an in depth look at Trail Towns through programs in Kentucky and Michigan. Learn how community partners work to implement economic development, recreation and quality of life planning through Trail Towns. State tourism, regional non-profit organizations, and local communities will discuss the role they have in creating on the ground success.

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

#### **Webinar Presenters**

Harry Burkholder, Executive Director, Land Information Access Association

Russell Clark, Program Officer, Rivers, Trails and Conservation Program, National Park Service

Helen Siewers, Greenways Project Manager, Metro Parks Nashville

Seth Wheat, Director of Tourism Development (State of Kentucky)

#### **Webinar Questions**

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

**Learning Credits \* Closed Captioning \* Recording**



<https://imgssl.constantcontact.com/ui/images1/s.gif>

#### LEARNING CREDITS

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

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

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

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



<https://imgssl.constantcontact.com/ui/images1/s.gif>

#### CLOSED CAPTIONING

Thanks to a partnership with [VZP Digital](#), we now offer **multi-lingual closed captioning in over 100 languages**. English captioning is provided complimentary for all webinars. If you are in need of another language, please [email us](#) 48 hours prior to the webinar. An unedited transcript will be sent to all attendees following the webinar.

#### RECORDING

All webinars are recorded and a link to recordings will be sent to all attendees following the webinar. If you missed a live webinar, you can access all of our webinars in our [online store](#).

See what's happening on our social sites



American Trails, PO Box 491797, Redding, CA 96049  
[SafeUnsubscribe™ tchamberland@town.sturbridge.ma.us](#)  
[Forward this email](#) | [Update Profile](#) | [About our service provider](#)  
Sent by [trailhead@americantrails.org](mailto:trailhead@americantrails.org) in collaboration with



<https://imgssl.constantcontact.com/ui/images1/ctct-logo.png>

[Try it free today](#)



# Page Break



## **Central Massachusetts Economic Development - Tourism**

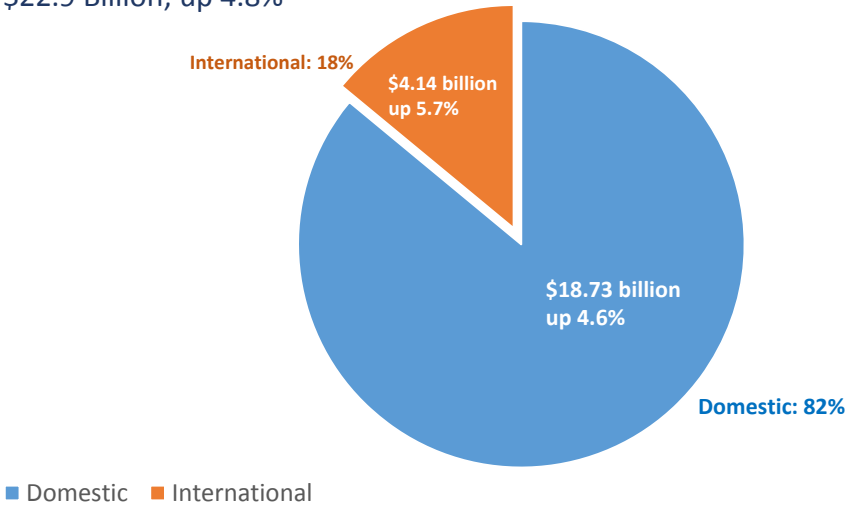
**Research Presentation  
March 1, 2019**

Who is considered a traveler?

- One who travels 50 or more miles one way from his/her home or stays overnight (paid)
- TRAVELER: counts as *volume* vs. counts as *spending*

Economic Impact of Travel to MA, CY2017

Domestic & International Direct Spending:  
\$22.9 Billion; up 4.8%



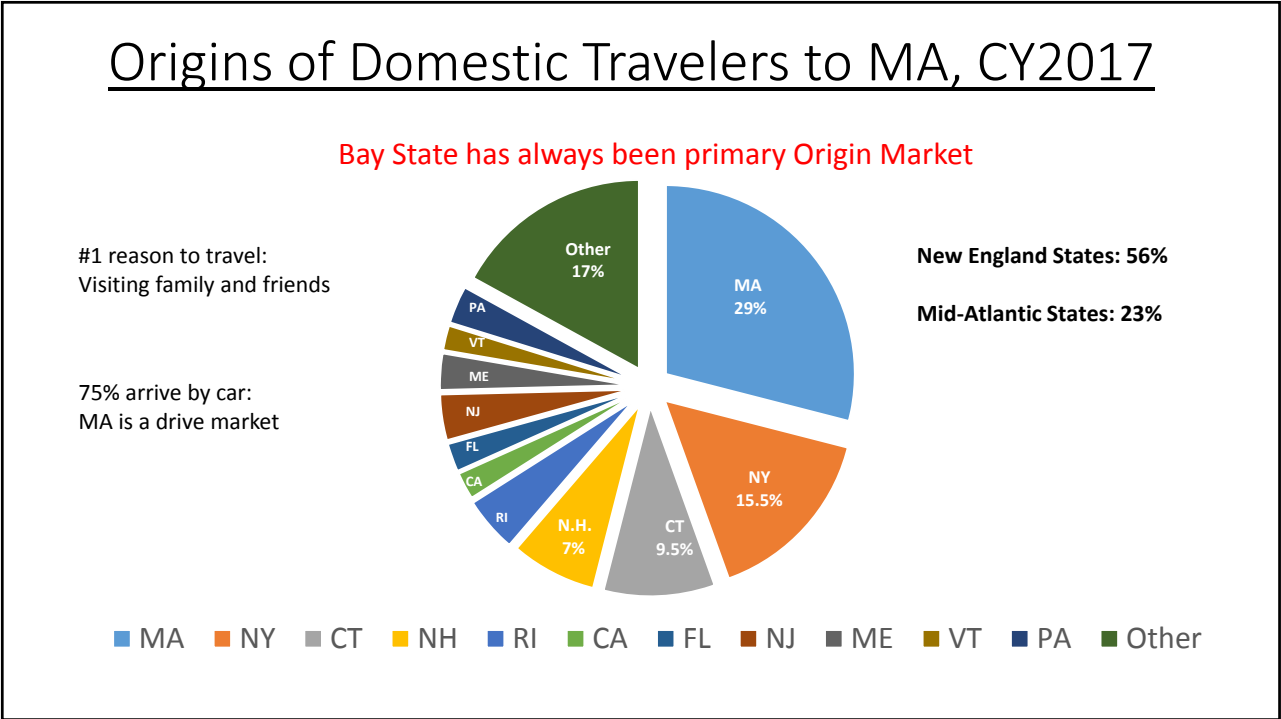
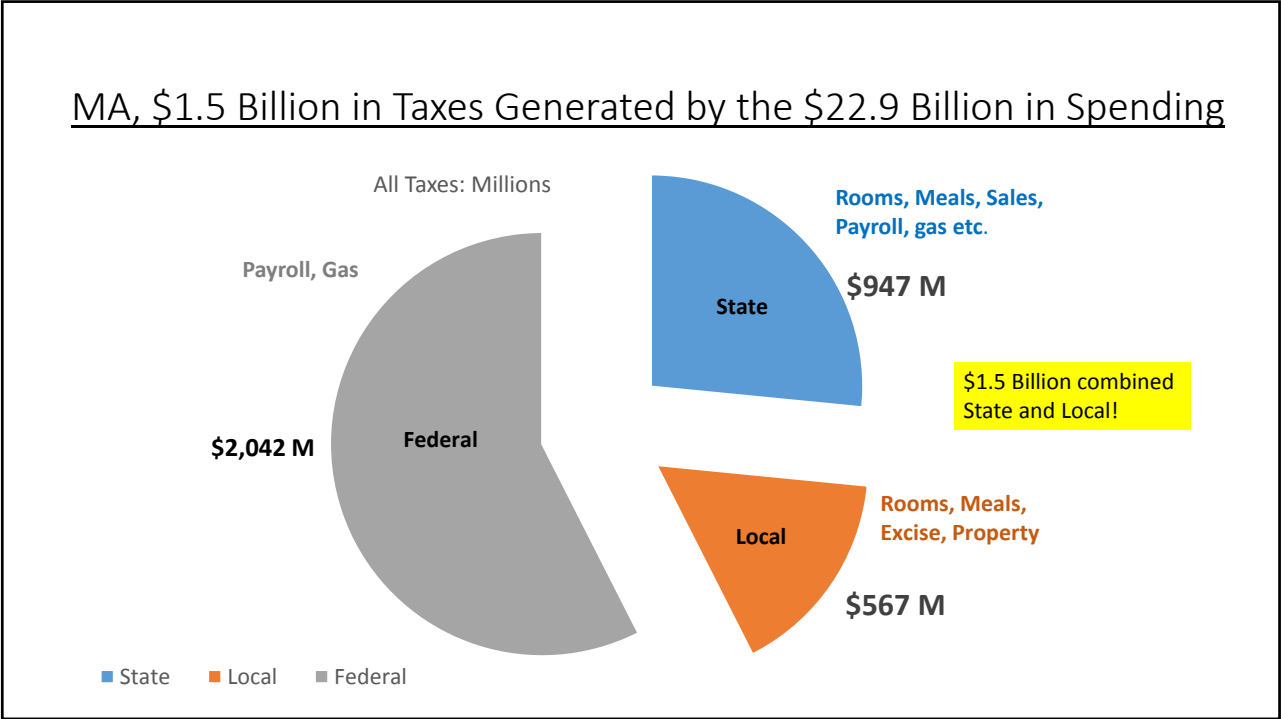
Ranking of States by Direct Economic Impact, CY2016

| Ranking | State          | \$ BILLIONS |                                   |
|---------|----------------|-------------|-----------------------------------|
| 1       | California     | 133.4       |                                   |
| 2       | Florida        | 94.1        |                                   |
| 3       | New York       | 76.4        |                                   |
| 4       | Texas          | 68.5        |                                   |
| 5       | Nevada         | 39.8        |                                   |
| 6       | Illinois       | 38.4        |                                   |
| 7       | Georgia        | 28.7        |                                   |
| 8       | Pennsylvania   | 25.1        |                                   |
| 9       | Virginia       | 24.6        |                                   |
| 10      | Hawaii         | 24.6        |                                   |
| 11      | North Carolina | 23.9        |                                   |
| 12      | Massachusetts  | 21.8        | 13 <sup>th</sup> in 1999 and 2000 |
| 13      | New Jersey     | 21.7        |                                   |

Travel Spending by Domestic/International and Sub-Industry

TRAVEL is a DEMAND business and an EXPORT

| 2017 Travel Expenditures   | Domestic      |            | International |            | Total         |
|----------------------------|---------------|------------|---------------|------------|---------------|
|                            | (\$ millions) | % of total | (\$ millions) | % of total | (\$ millions) |
| Public Transportation      | \$5,944       | 31.7%      | \$464 p       | 10.9%      | \$6,408       |
| Auto Transportation        | \$2,428       | 13.0%      | \$54 p        | 1.3%       | \$2,481       |
| Lodging                    | \$4,237       | 22.6%      | \$1,592 p     | 38.7%      | \$5,289       |
| Foodservice                | \$3,823       | 20.4%      | \$807 p       | 19.4%      | \$4,630       |
| Entertainment & Recreation | \$1,108       | 6.0%       | \$319 p       | 7.8%       | \$1,428       |
| General Retail Trade       | \$1,191       | 6.4%       | \$903 p       | 21.9%      | \$2,095       |
| Total                      | \$18,731      |            | \$4,139 p     |            | \$22,870      |



Origins of International Travelers to MA, CY2017

| TABLE 1A - Q2a. Country of Residence | Market share %<br>2-yr avg | Volume<br>2-yr avg | % Change |
|--------------------------------------|----------------------------|--------------------|----------|
| Canada (to U.S.)                     | 3.30%                      | 650,000            | -8.50%   |
| ALL OVERSEAS                         | 4.5%                       | 1,730,000          | 0.8%     |
| United Kingdom                       | 5.0%                       | 225,500            | -1.5%    |
| People's Rep. of China               | 9.5%                       | 291,000            | 23.0%    |
| Germany                              | 6.4%                       | 132,000            | -2.2%    |
| France                               | 5.5%                       | 90,000             | -6.3%    |
| Japan                                | 1.8%                       | 64,500             | -4.4%    |
| India                                | 7.0%                       | 86,000             | 11.7%    |
| Italy                                | 4.5%                       | 45,500             | -12.5%   |
| Korea, South                         | 3.4%                       | 73,000             | 9.8%     |
| Australia                            | 4.0%                       | 53,000             | -12.4%   |
| Ireland                              | 8.1%                       | 37,500             | -8.5%    |
| Brazil                               | 3.7%                       | 66,000             | 3.1%     |

Overseas volume ranking U.S. states, CY2017

| RANK | STATE/TERRITORY  | MARKET SHARE | VISITATION (000s) | % CHANGE |
|------|------------------|--------------|-------------------|----------|
| 1    | New York         | 26.44%       | 10,287            | 2.7%     |
| 2    | Florida          | 24.37%       | 9,481             | -0.6%    |
| 3    | California       | 21.02%       | 8,178             | -0.5%    |
| 4    | Hawaiian Islands | 8.53%        | 3,319             | 5.5%     |
| 5    | Nevada           | 7.77%        | 3,023             | -11.5%   |
| 6    | Massachusetts    | 4.67%        | 1,817             | 10.6%    |
| 7    | Texas            | 4.47%        | 1,739             | 2.8%     |
| 8    | Guam             | 4.32%        | 1,681             | 6.2%     |
| 9    | Illinois         | 4.21%        | 1,638             | 4.5%     |
| 10   | New Jersey       | 2.81%        | 1,093             | -1.1%    |

Massachusetts statewide and Central Mass Direct Economic Impact, CY 2017

|                                        |  | <u>Direct Spend</u>    | <u>Payroll</u>       | <u>Jobs Supported</u> | <u>State Taxes</u>   | <u>Local Taxes</u> |
|----------------------------------------|--|------------------------|----------------------|-----------------------|----------------------|--------------------|
| <b>Massachusetts statewide amounts</b> |  |                        |                      |                       |                      |                    |
| Domestic                               |  | \$18,731,076,232       | \$4,403,340,000      | 122,180               | \$769,900,000        | 477,430,000        |
| International                          |  | <u>\$4,138,703,783</u> | <u>\$935,300,000</u> | <u>27,500</u>         | <u>\$174,800,000</u> | <u>89,700,000</u>  |
| Totals                                 |  | \$22,869,780,015       | \$5,338,640,000      | 149,680               | \$812,200,000        | 497,700,000        |
| <b>Central Massachusetts</b>           |  |                        |                      |                       |                      |                    |
| Domestic                               |  | \$520,076,886          | \$103,675,552        | 3,177                 | \$27,699,622         | \$11,708,149       |
| International                          |  | <u>\$70,981,698</u>    | <u>\$15,761,182</u>  | <u>473</u>            | <u>\$2,942,324</u>   | <u>\$1,304,953</u> |
| Total                                  |  | \$591,058,584          | \$119,436,734        | 3,650                 | \$30,641,945         | \$13,013,102       |

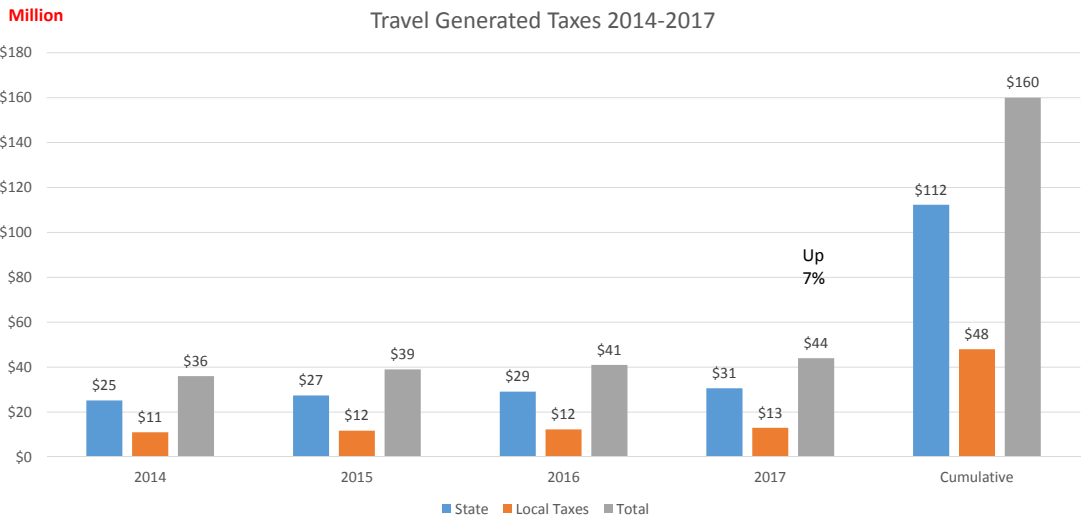
Domestic Direct Spending in 2017 by selected city/town-CENTRAL MA

| Central MA                      | Expenditures         | Payroll              | Employment   | State Tax           | Local Tax           |
|---------------------------------|----------------------|----------------------|--------------|---------------------|---------------------|
| <b>Domestic</b>                 | <b>\$520,076,886</b> | <b>\$102,675,552</b> | <b>3,177</b> | <b>\$27,699,622</b> | <b>\$11,708,149</b> |
| Auburn                          | \$82,291,246         | \$16,404,479         | 503          | \$4,382,883         | \$1,852,569         |
| Boylston                        | \$606,566            | \$120,917            | 4            | \$32,306            | \$13,655            |
| Mendon                          | \$1,213,131          | \$241,834            | 7            | \$64,612            | \$27,310            |
| Shrewsbury                      | \$12,374,085         | \$2,466,732          | 76           | \$659,052           | \$278,570           |
| Southbridge                     | \$3,578,805          | \$713,423            | 22           | \$190,609           | \$80,567            |
| Spencer                         | \$1,134,184          | \$226,096            | 7            | \$60,407            | \$25,533            |
| Sturbridge                      | \$110,395,681        | \$22,007,002         | 674          | \$5,879,743         | \$2,485,265         |
| Sutton                          | \$2,292,915          | \$457,085            | 14           | \$122,122           | \$51,619            |
| West Boylston                   | \$5,577,773          | \$1,111,910          | 34           | \$297,076           | \$125,569           |
| West Brookfield                 | \$2,536,259          | \$505,595            | 15           | \$135,083           | \$57,097            |
| <b>Worcester (57% of total)</b> | <b>\$295,247,648</b> | <b>\$58,856,611</b>  | <b>1,804</b> | <b>\$15,725,075</b> | <b>\$6,646,716</b>  |
| INTERNATIONAL (central MA)      | \$70,981,700         | \$15,761,200         | 473          | \$2,942,300         | \$1,305,000         |
| <b>Worcester (45% of Total)</b> | <b>\$30,945,900</b>  | <b>\$6,871,400</b>   | <b>206</b>   | <b>\$1,282,800</b>  | <b>\$ 568,900</b>   |

Central Mass Travel Spending → \$2.2 Billion in 4 Years!!



Central Mass...Travel Generated Taxes-> \$160 M in 4 years!!





| Economics: DIRECT > TOTAL                                                                             |               |                           |              |                   |                           |                     |
|-------------------------------------------------------------------------------------------------------|---------------|---------------------------|--------------|-------------------|---------------------------|---------------------|
| Multiplier Impact of Direct Spending in MA, 2017                                                      |               |                           |              | Multiplier Impact | Central Mass              | TOTAL 2017          |
| Impact Measure                                                                                        | Direct Impact | Indirect & Induced Impact | Total Impact | Direct Impact     | Indirect & Induced Impact | Total SPENDING      |
| Economic Impact (millions)                                                                            | \$22,869.8    | \$13,721.0                | \$32,591.8   | \$591,058,584     | \$348,700,000             | \$939,760,000       |
| Employment                                                                                            | 149,400       | 89,700                    | 239,100      | 3,650             | 2,154                     | Total JOBS<br>5,804 |
| Indirect impact: travel industry operators purchasing goods and services in MA and Central            |               |                           |              |                   |                           |                     |
| Induced impact: employees of businesses & suppliers spending part of their earnings in MA and Central |               |                           |              |                   |                           |                     |

VISA Card Spending Data...Bottom up view of traveler impact

- Consumer (94%) and Commercial (6%) Cardholder Spend in 2015, 2016 by Qs
- Cardholder Counts, Spending, Transactions and CASH
- 290 MSAs, 27 Market Segments, 280 Merchant Categories
- Central data only Domestic AND includes Worcester area, MetroWest and JATA
- This data EXCLUDES residents of the

## VISA Card Data---

WHAT WE DON'T GET.....

- Demographic data such as age, sex, HHI, race
- Length of trip, travel party size
- VISA market share of all travelers and travelers to your region
- Match up with "traveler" definition NOT 100%
- Data for CENTRAL **excludes** residents of region!!!

## VISA spend data does NOT contain:

- **Other Cards! VISA about 35-55%**
- **How cash taken out by VISA cardholders is spent**
- **Cash taken from origin by traveler**
- **Travelers from within region... >50 miles or stayed overnight**

VISA Domestic Cardholder Spending  
CENTRAL & Other Super Regions

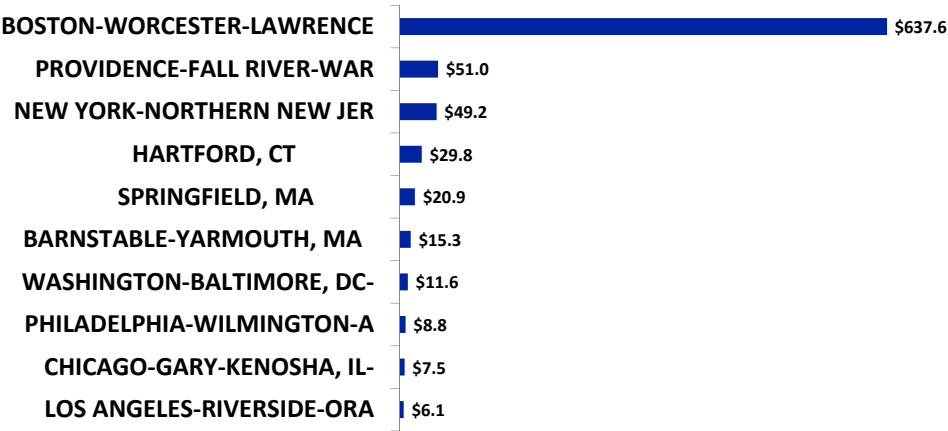
| Super Regions*    | Western       | Northeast       | South           | Cape & Islands | Central         | Greater Bostn   | STATE           |
|-------------------|---------------|-----------------|-----------------|----------------|-----------------|-----------------|-----------------|
| Total Spend Amt   | \$535,060,599 | \$1,545,337,297 | \$1,036,598,201 | \$714,354,072  | \$1,012,366,826 | \$3,279,238,618 | \$8,122,955,613 |
| % of Total State  | 6.6%          | 19.0%           | 12.8%           | 8.8%           | 12.5%           | 40.4%           |                 |
| YOY growth        | 3.4%          | 14.4%           | 12.0%           | 10.1%          | 7.6%            | 10.4%           |                 |
| Spend / Cardholdr | \$174.92      | \$287.00        | \$304.28        | \$324.08       | \$228.29        | \$350.12        | \$291.62        |

94% Consumer

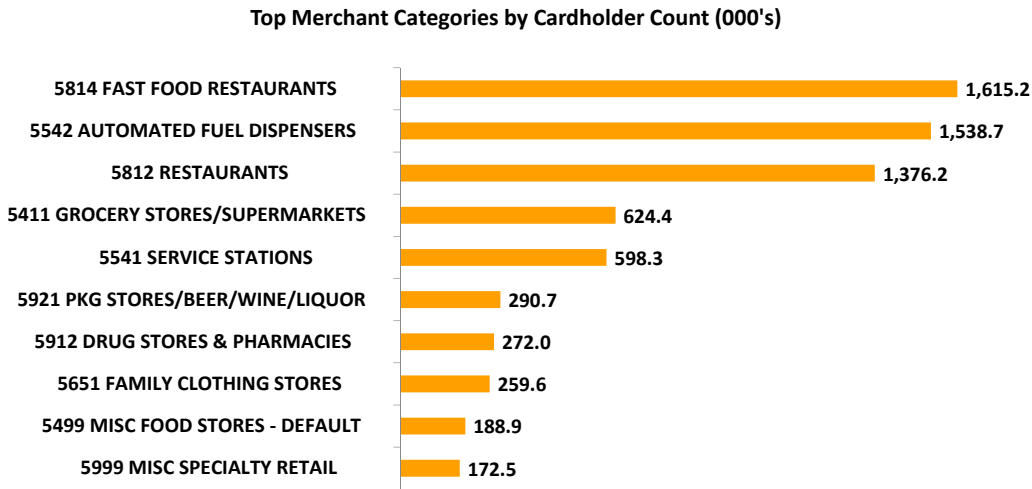
\*all Super Regions exclude their own residents

Top Originating MSAs for CENTRAL Super Region  
excludes residents of CENTRAL Super Region

Top Originating MSAs by Spend Amt (\$M US)



Top Merchant Categories: CENTRAL by Domestic Cardholder Counts



Selected MSAs to CENTRAL

| Cardholder MSA                       | Cardholder Count | Sales Amount | Transaction Count | Cash Amount | Avg Ticket |
|--------------------------------------|------------------|--------------|-------------------|-------------|------------|
| ???                                  | 246,232          | \$46,702,266 | 1,060,147         | \$1,107,412 | \$44.05    |
| ATLANTA, GA                          | 16,521           | \$2,592,245  | 63,068            | \$180,728   | \$41.10    |
| BOISE CITY, ID                       | 855              | \$126,121    | 3,163             | \$6,920     | \$39.87    |
| CINCINNATI-HAMILTON, OH-KY-IN        | 4,804            | \$755,045    | 18,152            | \$29,933    | \$41.60    |
| LYNCHBURG, VA                        | 1,106            | \$154,447    | 4,233             | \$4,272     | \$36.49    |
| SANTA BARBARA-SANTA MARIA-LOMPOC, CA | 1,080            | \$238,411    | 4,337             | \$3,159     | \$54.97    |
| SANTA FE, NM                         | 719              | \$171,054    | 3,212             | \$5,087     | \$53.25    |
| SARASOTA-BRADENTON, FL               | 7,394            | \$2,560,499  | 48,788            | \$62,928    | \$52.48    |
| SAVANNAH, GA                         | 1,220            | \$214,132    | 5,131             | \$15,722    | \$41.73    |
| SCRANTON--WILKES-BARRE--HAZLETON, PA | 15,428           | \$900,175    | 49,669            | \$19,134    | \$18.12    |
| SEATTLE-TACOMA-BREMERTON, WA         | 15,872           | \$4,243,890  | 124,545           | \$177,546   | \$34.08    |
| TUCSON, AZ                           | 2,509            | \$561,752    | 12,543            | \$20,029    | \$44.79    |
| TULSA, OK                            | 1,363            | \$254,556    | 5,360             | \$6,911     | \$47.49    |

### Selected Merchant Categories: Atlanta MSA to Central MA

| Cardholder MSA | Market Segment              | Cardholder Count | Sales Amount | Transaction Count | Avg Ticket |
|----------------|-----------------------------|------------------|--------------|-------------------|------------|
| ATLANTA, GA    | LODGING                     | 1,583            | \$478,322    | 2,119             | \$225.73   |
| ATLANTA, GA    | RESTAURANTS                 | 5,508            | \$473,391    | 12,118            | \$39.07    |
| ATLANTA, GA    | GROCERY STORES/SUPERMARKETS | 2,299            | \$269,966    | 6,087             | \$44.35    |
| ATLANTA, GA    | AUTOMATED FUEL DISPENSERS   | 3,892            | \$190,011    | 6,526             | \$29.12    |
| ATLANTA, GA    | FAST FOOD RESTAURANTS       | 5,491            | \$136,297    | 14,533            | \$9.38     |
| ATLANTA, GA    | PKG STORES/BEER/WINE/LIQUOR | 1,090            | \$65,085     | 2,087             | \$31.19    |
| ATLANTA, GA    | FAMILY CLOTHING STORES      | 769              | \$60,007     | 1,082             | \$55.46    |
| ATLANTA, GA    | DRUG STORES & PHARMACIES    | 1,106            | \$44,113     | 1,752             | \$25.18    |
| ATLANTA, GA    | DEPARTMENT STORES           | 382              | \$40,830     | 496               | \$82.32    |
| ATLANTA, GA    | BEAUTY/BARBER SHOPS         | 363              | \$21,780     | 521               | \$41.80    |
| ATLANTA, GA    | PET STORES/FOOD & SUPPLY    | 83               | \$6,643      | 132               | \$50.33    |
| ATLANTA, GA    | HEALTH & BEAUTY SPAS        | 79               | \$6,620      | 111               | \$59.64    |
| ATLANTA, GA    | DRY CLEANERS                | 62               | \$3,810      | 115               | \$33.13    |

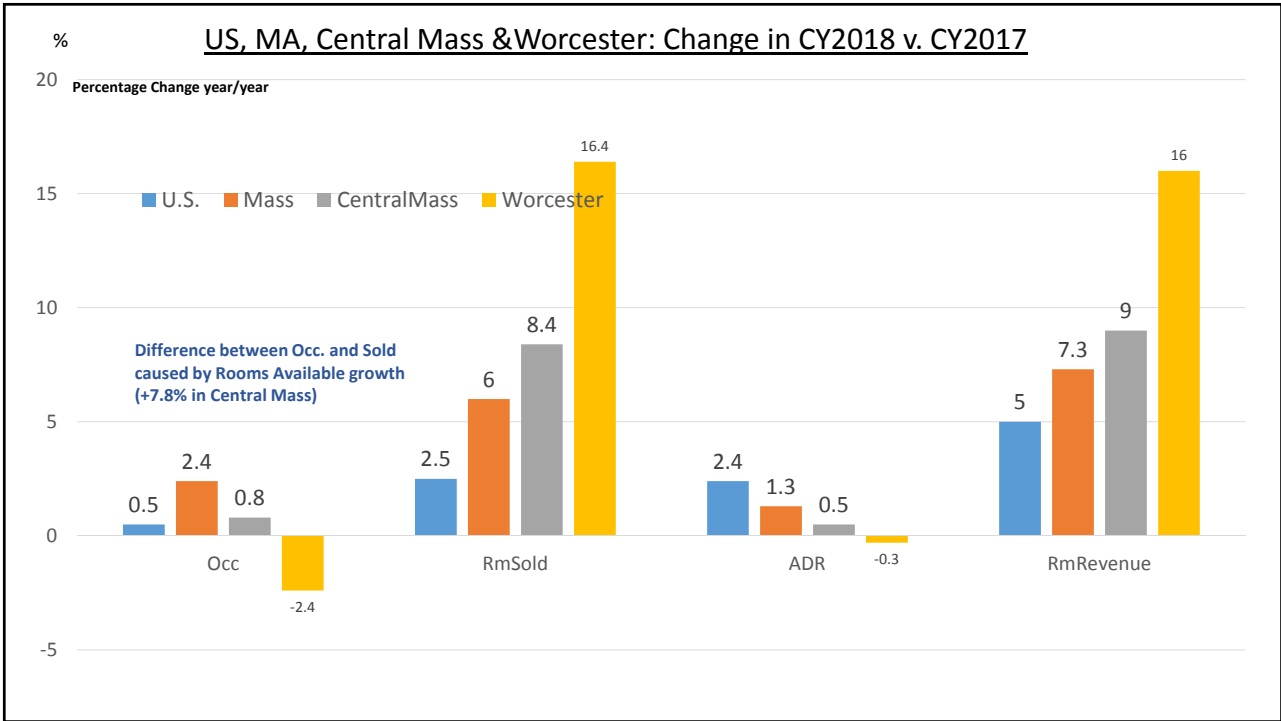
### Merchant Category: Pet Stores in Central MA

| Cardholder MSA                 | Cardholder Count | Sales Amount | Transaction Count | Avg Ticket |
|--------------------------------|------------------|--------------|-------------------|------------|
|                                | 2,493            | \$220,963    | 4,135             | \$53.44    |
| ABILENE, TX                    | 3                | \$289        | 9                 | \$32.13    |
| AUGUSTA-AIKEN, GA-SC           | 13               | \$2,917      | 36                | \$81.03    |
| AUSTIN-SAN MARCOS, TX          | 44               | \$5,000      | 77                | \$64.94    |
| BAKERSFIELD, CA                | 6                | \$654        | 7                 | \$93.39    |
| CHARLOTTESVILLE, VA            | 7                | \$1,335      | 30                | \$44.50    |
| CHATTANOOGA, TN-GA             | 11               | \$593        | 15                | \$39.57    |
| CHEYENNE, WY                   | 3                | \$134        | 4                 | \$33.43    |
| CHICAGO-GARY-KENOSHA, IL-IN-WI | 317              | \$24,556     | 540               | \$45.47    |
| CHICO-PARADISE, CA             | 3                | \$158        | 5                 | \$31.63    |
| CINCINNATI-HAMILTON, OH-KY-IN  | 22               | \$1,035      | 28                | \$36.98    |
| YUBA CITY, CA                  | 1                | \$207        | 2                 | \$103.45   |
| YUMA, AZ                       | 5                | \$496        | 6                 | \$82.62    |

VISA Domestic Spending by Selected Merchant Categories: CENTRAL

| Category *                  | Cardholder Count | Spend \$    | Spend/Cardholder \$ |
|-----------------------------|------------------|-------------|---------------------|
| Bowling Alleys              | 2,190            | \$ 77,170   | \$35.24             |
| Opticians                   | 2,778            | \$711,163   | \$255.99            |
| Motion Picture Theaters     | 39,007           | \$1,114,265 | \$28.57             |
| Parking Lots/Garages/Meters | 28,159           | \$493,662   | \$17.53             |
| Dry Cleaners (walk-in)      | 5,892            | \$368,951   | \$63.61             |
| Pet Stores                  | 15,370           | \$1,408,898 | \$91.67             |
| Antique Shops               | 3,004            | \$292,870   | \$97.49             |

\*  
Removed  
the  
Boston  
MSA also





# Page Break





GLOBAL DESIGN & PUBLISHING LLC

Graphic Design, Marketing &  
Publishing Since 1995

February 21, 2019

Sturbridge Tourism Association  
308 Main Street  
Sturbridge, MA 01566

Re: 2019 Sturbridge Area Guide

The Sturbridge Tourism Association (STA) has agreed to subsidize advertising for business located in Sturbridge in the Sturbridge Area Guide for release in Spring 2019. Global Design & Publishing, LLC will invoice advertisers for partial advertising cost and STA will be invoiced for portions agreed upon below.

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

Global Design & Publishing, LLC will update the STA with advertising sales and STA balance shall not exceed \$5,000. The invoice for Sturbridge Ads subsidized by the STA shall be paid within 30 days of receipt. The STA has also agreed to purchase the back cover ad at a cost of \$950 billable to the STA with the same terms and conditions. Additionally, the STA shall be responsible for additional printing of 1,500 copies amount not to exceed \$1,300 payable to Global Design & Publishing, LLC.

Thank you for your support of the 2019 Sturbridge Area Guide.

Sincerely,

Kelly Tourtellotte

  
Sturbridge Tourism Association Authorized Signature  
Date

# Page Break



# TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR

KEVIN FILCHAK, M.P.A.

Date: 11 March 2019  
To: Sturbridge Tourist Association  
Subject: Review of Community Support Items

## OVERVIEW

As requested by the STA at their 13 February 2019 meeting, I have conducted a review of the Community Support line item for the past three fiscal years. I have compared these items against the *recently adopted definition* for the Community Support line item, approved at the aforementioned meeting. The definition is as follows:

*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 [1] 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 [2] 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 [3] 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.*

To help with the review I am dividing each in to one of four categories which are further defined below. Each category is taken from the above definition with the sole exception of the 'other' category.

Tourism – An event that is meant to draw a *majority* of its participants from outside of the Sturbridge population (identified above with [1]).

Community – An event that is meant to draws a *majority* of its participants from within the Sturbridge population (identified above with [2]).

Studies – A project meant to provide insights into local tourism (identified above with [3]).

Other – Activity does not fall into any of the aforementioned categories.

## SUMMARY OF COSTS

| Allocated | FY 2017     | FY 2018     | FY 2019     | Total        |
|-----------|-------------|-------------|-------------|--------------|
| Tourism   | \$530.00    | \$8,400.00  | \$37,807.00 | \$ 46,737.00 |
| Community | \$7,350.00  | \$8,125.00  | \$9,400.00  | \$ 24,875.00 |
| Studies   | \$1,975.00  | \$1,500.00  | \$ -        | \$ 3,475.00  |
| Other     | \$18,450.00 | \$16,746.99 | \$894.95    | \$ 36,091.94 |

| Spent     | FY 2017     | FY 2018     | FY 2019     | Total        |
|-----------|-------------|-------------|-------------|--------------|
| Tourism   | \$ 387.00   | \$7,763.19  | \$26,146.18 | \$ 34,296.37 |
| Community | \$8,199.50  | \$8,387.01  | \$ 7,450.00 | \$ 24,036.51 |
| Studies   | \$1,975.00  | \$1,500.00  | \$ -        | \$ 3,475.00  |
| Other     | \$18,450.00 | \$16,908.87 | \$ 782.76   | \$ 36,141.63 |

A complete breakdown of the past three fiscal years can be found on the following pages, and the results of that breakdown are interesting. First the majority of the funding has gone to what could define as tourism related with \$46,737 allocated and \$34,296 spent. This is roughly \$10,000 more than what the STA has allocated and spent for community related events; that total came to approximately \$24,875 allocated and \$24,036 spent. The studies category did not have much of an impact overall as those were primarily for STR reports.

An outlier in this study is the 'other' category. This grouping is a hodgepodge of various and uncorrelated items that includes the trail guides (FY 2017), account transfers (FY 2018) and various other purchases that do not otherwise fit within our established definitions.

It must be noted, these are my interpretations based on my readings of the items listed on the following pages. As such the categorization may be viewed differently by members of the STA or by the applicants themselves. Therefore I encourage the members to discuss and thoroughly review the findings in this report.



# COMPLETE BREAKDOWN OF FY 2017 – 2019 COMMUNITY SUPPORT

| Item                                       | Allocated  | Spent      | Remaining  | FY      | Category  |
|--------------------------------------------|------------|------------|------------|---------|-----------|
| ENCUMBERED FUNDS - Trail Guide             | \$1,800.00 | \$1,800.00 | \$0.00     | FY 2017 | Other     |
| Harvest Fest - Special Event               | \$6,250.00 | \$4,325.00 | \$1,925.00 | FY 2017 | Community |
| CCMS - Area Event Sign                     | \$1,100.00 | \$1,100.00 | \$0.00     | FY 2017 | Other     |
| CCMS - Area Event Sign (Contingency)       | \$200.00   | \$200.00   | \$0.00     | FY 2017 | Other     |
| Concerts on the Commons                    | \$3,000.00 | \$2,950.00 | \$50.00    | FY 2017 | Community |
| Trail Guides                               | \$5,000.00 | \$5,000.00 | \$0.00     | FY 2017 | Other     |
| Trail Guides (Round 2)                     | \$5,000.00 | \$5,000.00 | \$0.00     | FY 2017 | Other     |
| Sturbridge Business Breakfasts             | \$350.00   | \$350.00   | \$0.00     | FY 2017 | Other     |
| GeoFest 2017                               | \$530.00   | \$387.00   | \$143.00   | FY 2017 | Tourism   |
| Colonial Drill and Muster                  | \$600.00   | \$559.50   | \$40.50    | FY 2017 | Community |
| National Trails Day                        | \$500.00   | \$365.00   | \$135.00   | FY 2017 | Community |
| Trail Guides (Round 3)                     | \$5,000.00 | \$5,000.00 | \$0.00     | FY 2017 | Other     |
| STR, Inc.                                  | \$1,975.00 | \$1,975.00 | \$0.00     | FY 2017 | Studies   |
| Pintastic                                  | \$3,130.00 | \$3,130.00 | \$0.00     | FY 2018 | Tourism   |
| Concerts on the Commons**                  | \$2,000.00 | \$1,950.00 | \$50.00    | FY 2018 | Community |
| Harvest Festival                           | \$4,450.00 | \$4,414.00 | \$36.00    | FY 2018 | Community |
| GeoFest 2017 / 2018                        | \$1,710.00 | \$1,710.00 | \$0.00     | FY 2018 | Tourism   |
| Discover Central MA Membership             | \$100.00   | \$100.00   | \$0.00     | FY 2018 | Other     |
| September Business Breakfast               | \$0.00     | \$0.00     | \$0.00     | FY 2018 | Other     |
| Sturbridge Lakes Association               | \$375.00   | \$375.00   | \$0.00     | FY 2018 | Community |
| Reimbursement Hartford Current Travel Show | \$150.00   | \$101.55   | \$48.45    | FY 2018 | Tourism   |
| GeoFest 2018                               | \$210.00   | \$0.00     | \$210.00   | FY 2018 | Tourism   |

|                                             |             |             |            |         |           |
|---------------------------------------------|-------------|-------------|------------|---------|-----------|
| Sturbridge / Southbridge Business Breakfast | \$300.00    | \$300.00    | \$0.00     | FY 2018 | Other     |
| TRANSFER                                    | \$11,000.00 | \$11,000.00 | \$0.00     | FY 2018 | Other     |
| Opacum                                      | \$1,600.00  | \$1,410.82  | \$189.18   | FY 2018 | Tourism   |
| TRANSFER                                    | \$5,000.00  | \$5,000.00  | \$0.00     | FY 2018 | Other     |
| STR                                         | \$1,500.00  | \$1,500.00  | \$0.00     | FY 2018 | Studies   |
| Colonial Drill and Muster                   | \$600.00    | \$544.50    | \$55.50    | FY 2018 | Community |
| Sturbridge Farmers Market                   | \$700.00    | \$559.01    | \$140.99   | FY 2018 | Community |
| Trail Committee Table Top                   | \$290.00    | \$251.88    | \$38.12    | FY 2018 | Other     |
| Chamberland Reimbursement                   | \$17.00     | \$17.00     | \$0.00     | FY 2018 | Other     |
| Laminating Machine                          | \$239.99    | \$239.99    | \$0.00     | FY 2018 | Other     |
| Concerts on the Commons                     | \$2,500.00  | \$2,500.00  | \$0.00     | FY 2019 | Community |
| Jaguar Association of New England           | \$4,200.00  | \$2,853.20  | \$1,346.80 | FY 2019 | Tourism   |
| New England Shake Up                        | \$5,907.00  | \$5,323.00  | \$584.00   | FY 2019 | Tourism   |
| Hamilton Rod and Gun Club                   | \$6,470.00  | \$6,390.00  | \$80.00    | FY 2019 | Tourism   |
| Harvest Festival                            | \$4,450.00  | \$4,450.00  | \$0.00     | FY 2019 | Community |
| GeoFest 2018                                | \$3,230.00  | \$1,505.04  | \$1,724.96 | FY 2019 | Tourism   |
| Rick Hoyt Sturbridge Half Marathon          | \$6,000.00  | \$4,464.94  | \$1,535.06 | FY 2019 | Tourism   |
| Transfer (from Marketing)                   |             |             |            | FY 2019 | Other     |
| BAG Pilot Program                           | \$12,000.00 | \$12,000.00 | \$0.00     | FY 2019 | Tourism   |
| Sturbridge Farmers Market                   | \$450.00    | \$0.00      | \$450.00   | FY 2019 | Community |
| MassCor                                     | \$794.95    | \$782.76    | \$12.19    | FY 2019 | Other     |
| Discover Central MA Membership              | \$100.00    | \$0.00      | \$100.00   | FY 2019 | Other     |
| Baba Sushi - Fire and Ice Event             | \$500.00    | \$500.00    | \$0.00     | FY 2019 | Community |
| Special Events Committee                    | \$1,500.00  | \$0.00      | \$1,500.00 | FY 2019 | Community |

# Page Break



COMMITTEE OF THE TOWN OF STURBRIDGE

# Town of Sturbridge - 5 Year Marketing Strategy

---

## Request for Proposal

**Date Issued:** 18 March 2019

**Due Date:** 12:00pm on Friday, 12 April 2019

The Sturbridge Tourist Association hereby invites the submission of proposals for the development of a five year marketing strategy for the town of Sturbridge.





# STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

Date: 6 March 2019  
To: Prospective Applicants  
Subject: Town of Sturbridge - 5 Year Marketing Strategy

## PURCHASE DESCRIPTION

### BACKGROUND

The Sturbridge Tourist Association (STA) is seeking assistance in the creation of a five (5) year marketing strategy for the town of Sturbridge and its community stakeholders. The STA wants the chosen vendor to provide a commonly understood strategy for messaging and promoting Sturbridge to a wide and diverse audience.

Sturbridge is a vibrant community with a diverse business base that benefits from its proximity to several major inter and intra state roadways. The town is home to fourteen hotels, almost fifty restaurants, three breweries and numerous merchants. However what the town is best known for is Old Sturbridge Village which, as the largest living history museum in New England, can and has drawn over 250,000 patrons a year to our community. Beyond the numerous eateries, hotels and the Village, the town is host to a number of burgeoning economic and entertainment sectors. Sturbridge is rapidly becoming a wedding destination with locations such as the Publick House and Hyland Orchard drawing hundreds of couples from across the country to wed in this idyllic New England Community. For outdoor enthusiasts the town is building new outdoor trails every year; the number currently stands at approximately thirty miles of available trails in town. Finally, the town is expanding its outreach efforts by creating local events that foster community spirit and encourage patronage of local businesses. All told Sturbridge hosts many wonderful things to see and experience.

It must be stated that Sturbridge greatly benefits from the revenues brought in by its tourists and visitors. Over the past ten years the town has seen yearly increases in the revenues that it collects from the hotel/motel room tax and same is seen over the past eight years for our meals tax. In 2018 alone the town collected \$999,165 in hotel/motel tax revenues and \$464,678 in meals taxes. The revenues generated from local tourism are put towards one of three categories. First is the general fund to offset local operational costs. The second is the Betterment Committee which funds public safety and beautification efforts in town. The third and final way those dollars are spent is through the STA which uses its allocation to support tourist related events in the community as well as funding the Economic Development and Tourism Coordinator position.

Over the years the town, through the STA, has worked to promote itself and its businesses regionally and across New England and New York. This has consisted of various multi-media campaigns done with different outlets, for different lengths of time, all to various levels of success. As a community we are making serious investments each year in marketing the town and its events (approximately \$86,000 in fiscal year 2018). However without a coherent strategy, it is unclear what the return on investment has been for those campaigns. As a community there is little to no collaboration amongst local stakeholders to promote the town in a unified or coherent way, nor is there a unified message behind our individual efforts.

## PROJECT

The STA is looking to hire a consultant to develop a comprehensive marketing strategy to promote Sturbridge and its local businesses throughout the New England region and beyond. This strategy should include our Community Stakeholders (i.e. Old Sturbridge Village, Publick House, B.T. Smokehouse, Discover Central Massachusetts, etc.) and explore ways in which all parties can collaborate to collectively promote the town. The STA expects that the strategy will identify a primary audience for marketing the community as well as the medium that will best reach that group. Finally, the STA wishes this strategy to be forward thinking and functional for a period of five years.

## SCOPE OF SERVICE

The chosen consultant will be expected to create a five year marketing strategy for Sturbridge that will involve the following components:

- Meet with Community Stakeholders (Town Officials, Private Sector, Regional Partners, Residents, etc.) either individually, as a group and/or both.
- Conduct surveys and hold community meetings (the numbers of which will be determined by applicant and need)
- Research and identify our community's primary audience that will provide the greatest return on investment
- Research and identify marketing platforms that will provide the greatest return on investment
- Explore ways to enhance collaboration with private sector to co-promote the community
- Present findings to the STA and the Board of Selectmen along with the written strategy

The STA expects that this project will be funded from the 2020 fiscal year Marketing line item beginning on 1 July 2019 and must conclude before the end of that same fiscal year (30 June 2020).

## EVALUATION CRITERIA

The Sturbridge Tourist Association will judge each application equally based on the following criteria. Please note no other criteria apart from what is listed below shall be used to judge each application.

## QUALITY REQUIREMENTS

| Category                                                           | Yes | No |
|--------------------------------------------------------------------|-----|----|
| Applicant submitted application on time and in the required format |     |    |

---

Applicant provided completed Non-Compliance Forms and Proposal Price Sheets

Applicant provided three references

Applicant has previous experience developing marketing strategies for municipal, county and/or state government(s)

Applicant has previous experience hosting community meetings

Applicant has experience conducting and analyzing public surveys

---

**IF THE ANSWER TO ANY OF THE ABOVE QUESTIONS IS “NO” THE APPLICATION WILL BE REJECTED OUTRIGHT BY THE STA.**

---

#### COMPARATIVE EVALUATION CRITERIA

---

##### **Criteria 1: Municipal experience**

*Highly Advantageous: Applicant has worked for Massachusetts municipalities with a tourist based economy and with populations between ten and twenty-five thousand.*

*Advantageous: Applicant has worked for Massachusetts municipalities with a tourist based economy and a population of any size.*

*Less Advantageous: Applicant has worked for any municipality with a tourist based economy and a population of any size.*

##### **Criteria 2: Public Private Coordination**

*Highly Advantageous: Experience working with public and private sectors on co-marketing strategies.*

*Advantageous: Experience working with public and private sectors on collaborative projects not related to marketing, though applicant does have experience with developing marketing strategies for each sector separately.*

*Less Advantageous: Experience working with both the public and private sectors separately to develop marketing strategies.*

##### **Criteria 3: Social Media**

*Highly Advantageous: Applicant has greater than five years of experience developing marketing strategies that include social media components.*

*Advantageous: Applicant has between five and three years of experience developing marketing strategies that include social media components.*

*Less Advantageous: Applicant has less than two years of experience developing marketing strategies that include social media components.*

##### **Criteria 4: Research Capabilities**

*Highly Advantageous: Applicant has the capacity to research and develop understandings of our tourist population using data sources that will identify groups nationally.*

*Advantageous: Applicant has the capacity to research and develop understandings of our tourist population using data sources that will identify groups in at least the New York and New England regions.*

*Less Advantageous: Applicant has the capacity to research and develop understandings of our tourist*

---

*population using data sources that will identify groups in the Tri-State area only.*

**THE STA WILL USE THE ABOVE CRITERIA TO SELECT THE MOST ADVANTAGEOUS PROPOSAL.**

#### **RULE FOR AWARD**

The Sturbridge Tourist Association will select the marketing consultant submitting the most advantageous proposal, taking into consideration the marketing consultant's experience, staff capacity, references and plan for providing the service, as well as the proposal price.

#### **CONTRACT TERMS AND CONDITIONS**

The Sturbridge Tourist Association will enter into a contract with the chosen vendor for a period of one year to begin on 1 July 2019 and to end on 30 June 2020. The STA expects that the consultant shall complete all components of the strategy during that one year period. The STA shall only pay for services once they are rendered by the consultant; the STA does not pre-pay for services.

#### **STANDARD FORMS**

The STA requires all applicants to complete the following forms and include them in their final submission.

- Non-Collusion Form
- Proposal Price Sheet
- Reference Sheet

These forms are found at the end of this RFP.

#### **APPLICATION SUBMISSION REQUIREMENTS**

All applications shall be submitted as a single PDF to the Economic Development and Tourism Coordinator ([kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)) no later than 12:00pm on Friday, 12 April 2019. Any modifications to the initial application can be made up to the submission deadline. If an applicant wishes to withdraw from consideration they may do so at any time, in writing, by contacting the Economic Development and Tourism Coordinator.

The STA will review the applications at their April meeting and will decide on the top three candidates, inviting them for an interview at their May meeting. The STA will notify the winner following a decision made their June meeting. All meetings are typically scheduled for the second Wednesday of the month but are subject to change based on member availability.

If an applicant has any questions regarding their applications they may direct those to the Economic Development and Tourism Coordinator using the information below. Please note the preferred method for communication is via written comment.

Kevin Filchak, M.P.A.  
Town of Sturbridge

Economic Development and Tourism Coordinator  
[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us) (preferred)  
508.347.2500 ext. 1411

DRAFT

## ATTACHMENT 1: CERTIFICATION OF NON-COLLUSION

The undersigned certified under penalties of perjury that this proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word 'person' shall mean any natural person, business, partnership, corporation, union, committee, club or other organization, entity or group of individuals.

---

Signature of Individual Submitting Proposal

---

Name of Business

---

Date

DRAFT

**Name of Business:**Page \_\_\_\_ of \_\_\_\_

Center Office Building  
301 Main Street  
Sturbridge, MA 01566

### ATTACHMENT 3: REFERENCES

#### REFERENCE #1

---

**Town/Company Name**

**Address**

**Town, State Zip**

**Point of Contact (POC)**

**POC Number**

**POC Email**

**Link to Sample of Work**

---

#### REFERENCE #2

---

**Town/Company Name**

**Address**

**Town, State Zip**

**Point of Contact (POC)**

**POC Number**

**POC Email**

**Link to Sample of Work**

---

#### REFERENCE #3

---

**Town/Company Name**

**Address**

**Town, State Zip**

**Point of Contact (POC)**

**POC Number**

**POC Email**

**Link to Sample of Work**

---



# Page Break



COMMITTEE OF THE TOWN OF STURBRIDGE

# Town of Sturbridge – Development of Community Brand

---

## Request for Proposal

**Date Issued:** 18 March 2019

**Due Date:** 12:00pm on Friday, 12 April 2019

The Sturbridge Tourist Association hereby invites the submission of proposals for the development of a community brand for the town of Sturbridge.



# STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

Date: 6 March 2019  
To: Prospective Applicants  
Subject: Town of Sturbridge – Development of Town Brand

## PURCHASE DESCRIPTION

### BACKGROUND

The Sturbridge Tourist Association (STA) is seeking assistance in the development of a community brand that communicates all that Sturbridge has to offer its residents visitors and businesses. The STA wants the chosen vendor to develop a brand that can be incorporated at the municipal level, but also can be adopted by local businesses in the mutual promotion of the community.

Sturbridge is a vibrant community with a diverse business base that benefits from its proximity to several major inter and intra state roadways. The town is home to fourteen hotels, almost fifty restaurants, three breweries and numerous merchants. However what the town is best known for is Old Sturbridge Village which, as the largest living history museum in New England, can and has drawn over 250,000 patrons a year to our community. Beyond the numerous eateries, hotels and the Village, the town is host to a number of burgeoning economic and entertainment sectors. Sturbridge is rapidly becoming a wedding destination with locations such as the Publick House and Hyland Orchard drawing hundreds of couples from across the country to wed in this idyllic New England Community. For outdoor enthusiasts the town is building new outdoor trails every year; the number currently stands at approximately thirty miles of available trails in town. Finally, the town is expanding its outreach efforts by creating local events that foster community spirit and encourage patronage of local businesses. All told Sturbridge hosts many wonderful things to see and experience.

It must be stated that Sturbridge greatly benefits from the revenues brought in by its tourists and visitors. Over the past ten years the town has seen yearly increases in the revenues that it collects from the hotel/motel room tax and the same is seen over the past eight years for our meals tax. In 2018 alone the town collected \$999,165 in hotel/motel tax revenues and \$464,678 in meals taxes. The revenues generated from local tourism are put towards one of three categories. First is the general fund to offset local operational costs. The second is the Betterment Committee which funds public safety and beautification efforts in town. The third and final way those dollars are spent is through the STA which uses its allocation to support tourist related events in the community as well as funding the Economic Development and Tourism Coordinator position.



*Town wayfinding logo.*

Sturbridge has previously worked on different aspects of brand development such as the development of a town wayfinding logo (see above) and the STA's adoption of the tagline, "Shop. Eat. Stay. Play." However each act has been done by individual committees or small groups, and nothing has been adopted town wide as a complete or coherent brand. What's more, the town frequently finds itself the victim of brand confusion as Old Sturbridge Village is what visitors most commonly associate our community with. Thus people are frequently surprised to find a town outside of the Village, let alone one with the diverse offerings that Sturbridge has. With the various and vastly diverse businesses located in town, it is hard to foster coherent messaging for our community, let alone a singular brand that people can unite behind.

---

## PROJECT

The Sturbridge Tourist Association is seeking a vendor to develop a comprehensive brand for the town of Sturbridge that will be used both at the municipal level as well as by our local and regional partners to co-promote the community. As this brand is expected to be shared with partners, the vendor shall also develop written brand policies to ensure proper use of said brand in all marketing materials.

## SCOPE OF SERVICE

The chosen consultant will be expected to develop a town brand for Sturbridge that will involve the following components:

- Meet with Community Stakeholders (Town Officials, Private Sector, Regional Partners, Residents, etc.) either individually, as a group (i.e. community meeting) and/or both.
- Conduct surveys and hold community meeting(s) (the numbers of which will be determined by applicant and need)
- Explore ways to incorporate the recently developed town wayfinding logo into said brand (if practical)
- Explore ways to enhance collaboration with the private sector to co-promote the community brand
- Present findings to the STA and the Board of Selectmen along with a written brand policy

The STA expects that this project will be funded from the 2020 fiscal year Marketing line item beginning on 1 July 2019 and must conclude before the end of that same fiscal year (30 June 2020).

## EVALUATION CRITERIA

The Sturbridge Tourist Association will judge each application equally based on the following criteria. Please note no other criteria apart from what is listed below will be used to judge each application.

## QUALITY REQUIREMENTS

| Category                                                                                              | Yes | No |
|-------------------------------------------------------------------------------------------------------|-----|----|
| Applicant submitted application on time and in the required format                                    |     |    |
| Applicant provided completed Non-Compliance Forms and Proposal Price Sheets                           |     |    |
| Applicant provided three references                                                                   |     |    |
| Applicant has previous brand development experience with municipal, county and/or state government(s) |     |    |
| Applicant has previous experience hosting community meetings                                          |     |    |
| Applicant has experience conducting and analyzing public surveys                                      |     |    |

**IF THE ANSWER TO ANY OF THE ABOVE QUESTIONS IS “NO” THE APPLICATION WILL BE REJECTED OUTRIGHT BY THE STA.**

## COMPARATIVE EVALUATION CRITERIA

### Criteria 1: Municipal experience

*Highly Advantageous: Applicant has worked with Massachusetts municipalities with a tourist based economy and with populations between ten and twenty-five thousand.*

*Advantageous: Applicant has worked with Massachusetts municipalities with a tourist based economy and a population of any size.*

*Less Advantageous: Applicant has worked with any municipality with a tourist based economy and a population of any size.*

### Criteria 2: Public Private Coordination

*Highly Advantageous: Experience working with public and private sectors on branding strategies where a singular community brand was developed.*

*Advantageous: Experience working with public and private sectors on collaborative projects not related to branding, though applicant does have experience with developing branding strategies for each sector separately.*

*Less Advantageous: Experience working with both the public and private sectors separately to develop branding strategies.*

### Criteria 3: Social Media

*Highly Advantageous: Applicant has greater than five years of experience developing branding strategies that include social media components.*

*Advantageous: Applicant has between five and three years of experience developing branding strategies that include social media components.*

*Less Advantageous: Applicant has less than two years of experience developing branding strategies that include social media components.*

**THE STA WILL USE THE ABOVE CRITERIA TO SELECT THE MOST ADVANTAGEOUS PROPOSAL.**

## RULE FOR AWARD

The Sturbridge Tourist Association will select the consultant submitting the most advantageous proposal, taking into consideration the consultant's experience, staff capacity, references and plan for providing the service, as well as the proposal price.

### CONTRACT TERMS AND CONDITIONS

The Sturbridge Tourist Association will enter into a contract with the chosen vendor for a period of one year to begin on 1 July 2019 and to end on 30 June 2020. The STA expects that the consultant shall complete all components of the strategy during that one year period. The STA shall only pay for services once they are rendered by the consultant; the STA does not pre-pay for services.

### STANDARD FORMS

The STA requires all applicants to complete the following forms and include them in their final submission.

- Non-Collusion Form
- Proposal Price Sheet
- Reference Sheet

These forms are found at the end of this RFP.

### APPLICATION SUBMISSION REQUIREMENTS

All applications shall be submitted as a single PDF to the Economic Development and Tourism Coordinator ([kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)) no later than 12:00pm on Friday, 12 April 2019. Any modifications to the initial application can be made up to the submission deadline. If an applicant wishes to withdraw from consideration they may do so at any time, in writing, by contacting the Economic Development and Tourism Coordinator.

The STA will review the applications at their April meeting and will decide on the top three candidates, inviting them for an interview at their May meeting. The STA will notify the winner following a decision made their June meeting. All meetings are typically scheduled for the second Wednesday of the month but are subject to change based on member availability.

If an applicant has any questions regarding their applications they may direct those to the Economic Development and Tourism Coordinator using the information below. Please note the preferred method for communication is via written comment.

Kevin Filchak, M.P.A.  
Town of Sturbridge  
Economic Development and Tourism Coordinator  
[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us) (preferred)  
508.347.2500 ext. 1411

## ATTACHMENT 1: CERTIFICATION OF NON-COLLUSION

The undersigned certified under penalties of perjury that this proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word 'person' shall mean any natural person, business, partnership, corporation, union, committee, club or other organization, entity or group of individuals.

---

Signature of Individual Submitting Proposal

---

Name of Business

---

Date

DRAFT





### ATTACHMENT 3: REFERENCES

#### REFERENCE #1

---

**Town/Company Name**

**Address**

**Town, State Zip**

**Point of Contact (POC)**

**POC Number**

**POC Email**

**Link to Sample of Work**

---

#### REFERENCE #2

---

**Town/Company Name**

**Address**

**Town, State Zip**

**Point of Contact (POC)**

**POC Number**

**POC Email**

**Link to Sample of Work**

---

#### REFERENCE #3

---

**Town/Company Name**

**Address**

**Town, State Zip**

**Point of Contact (POC)**

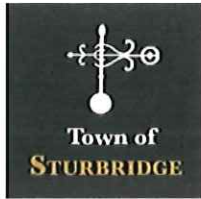
**POC Number**

**POC Email**

**Link to Sample of Work**

---

# Page Break



# TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR

KEVIN FILCHAK, M.P.A.

Date: 4 March 2019

To: Theodore Kozak, Town Administrator; Sturbridge Tourist Association

CC: Jean Bubon, Town Planner

Subject: EDTC – February 2019 Update

---

Below is my monthly update for the month of February 2019. If you have questions or would like additional information please contact me.

## COMMONWEALTH COMMUNITY COMPACT – BEST PRACTICES GRANT

*Attached: Quote Solicitation Letter*

Following the Central MA Regional Planning Commission's decision not to award Sturbridge a DLTA grant for its update of the economic development section of the Master Plan, I am pursuing a grant under the Commonwealth's Community Compact Best Practices program. The grant is an award of up to \$25,000 to implement one of the identified best practices. I am pursuing two, at the recommendation of the state, in the area of economic development. The first is a benchmarking/SWOT analysis of our community, the second is the development of a five year economic development strategy for Sturbridge. I have spent the month asking and waiting for quotes from potential vendors. I had first asked for quotes to be in by 2/15/2019 but as I had only received one by that time I have discarded the submission date and am trying to just get three quotes as per procurement bylaws. At this time I have heard from RKG Associates and FXM Associates. However, as per procurement law, I am trying to solicit a third quote. Once I have that I will apply for the grant.

More information to follow in future reports.

STA

*Attached: STA draft minutes – 2/13/2019*

The STA has submitted for Finance review a budget for FY 2020. It is as follows:

|                   |      |              |
|-------------------|------|--------------|
| Community Support | 22%  | \$40,359.00  |
| Marketing         | 60%  | \$109,974.00 |
| EDTC Salary       | 18%  | \$32,957.00  |
| Total             | 100% | \$183,290.00 |

Please note the salary now is split evenly between the STA and the town. Beyond the decision on the budget, the STA also decided that it will pursue the development of a marketing strategy and a town brand in FY 2020. At this time the STA is having me develop RFP's for both with a contract start date around 7/1/2019.

More information to follow in future reports.

#### BUSINESS MAILING

The week of 2/18/2019 I did a mass mailing to all businesses regarding two important matters:

##### SIGN REVIEW

As was noted in last month's update, town staff were asked by the Design Review Committee (DRC) to conduct a complete inventory of all signs in Sturbridge. I have notified businesses via postings on our website (1/7/2019), via emails on our business list serve, in our newsletters and now via mass mailing to almost 500 businesses. On 2/25/2019 I met with Jean Bubon and Nelson Burlingame to discuss how to begin the process of inventorying the signs. We decided to wait until the weather was more favorable and to break the town into sections and photograph each sign that meets the brief.

##### BUSINESS BREAKFAST

On 3/12/2019 the town will be hosting its next business breakfast at the Comfort Inn and Suites. I encourage everyone to come and join as we'll be discussing the FY 2020 goals of the STA and how the town is looking to market itself to consumers in the coming year. Additionally there will be a demonstration from our partners at Discover Central MA of a new app of theirs.

If anyone would like to join they should contact me ASAP.

#### FIRST IMPRESSIONS – WILLIAMSTOWN

On 2/6/2019 Brian Amedy and I are traveling to Williamstown to present our findings of the first impressions program to the Williamstown Chamber of Commerce. This is our effort to share our findings from our visit, similar to when Williamstown came to the BoS meeting on 12/17/2018.

#### SPECIAL EVENTS COMMITTEE

The SEC met on 2/19/2019 and discussed a variety of topics including the farmers market (see below), a proposed road race and an April Community Bonfire. The race is temporarily put on hold until a more



flushed out plan is developed. The bonfire is proposed for 4/25/2019 and may take place either on the Town Common or the Host beach (presuming they do not have a conflict).

More information to follow in future reports.

#### FARMESR MARKET

On 2/19/2019 the Special Events Committee approved 42 vendors to participate in the Sturbridge Farmers Market. These vendors highlight a diverse mix of products and goods that will help to make the market a viable one going forward. These 42 vendors represent the first round of applicants; the second round of applications closed on 3/1/2019. The Special Events Committee will review those applicants on 3/12/2019.

Additionally Rebecca Gendreau and I met with Central MA Grown to discuss the market and to learn best practices to ensure that the market continues to grow and succeed long term.

#### 501 MAIN STREET

I was contacted by Gary Galonek in February to discuss his property at 501 Main Street. It was clear he was hoping to sell the property to the town, as there had been previous interest in purchasing the property, perhaps for a municipal parking lot. After speaking with the Town Administrator I encouraged Mr. Galonek to submit a proposal to the BoS and after a positive meeting it appears the project will be pursued.

#### BUSINESS ADVOCACY GROUP (BAG)

On 2/19/2019 I attempted to hold another meeting of the BAG however with the exception of the three stalwart members, we could not get other participants to come. It was decided that as this has been a consistent problem, that the BAG should discontinue. Members tried to see if they could continue the *Sturbridge Express* shuttle service but it was quickly determined that no businesses in Sturbridge would be willing to support it financially. Thus due to lack of interest both the BAG and the *Sturbridge Express* are now defunct until such a time as there is more support for both projects.

#### ROUTE 15

At this time I am beginning to develop a list of potential uses for the Route 15 corridor. This project was suggested by the Town Planner as we begin to attempt to implement the findings of the Route 15 Corridor Study conducted by CMRPC.

More information to follow in future reports.

#### CMMPO ADVISORY COMMITTEE

I attended my monthly CMMPO Advisory Committee meeting on 2/27/2019. There I volunteered, and subsequently approved, to serve as the Committee's Vice Chair. At the meeting we reviewed and ranked the FY2024 TIP projects.

As an aside, I think it would be an excellent idea over the coming year to explore ways in which the town could put forward a TIP project. Between infrastructure on Route 15 and/or our town's goals for the Commercial Tourist District, there are a number of initiatives we could and should put forward for consideration.

#### CHAMBER MEETING

On 2/25/2019 I meet with the Chamber of Commerce Director Alix McNitt to discuss various Sturbridge related projects. This is a mutual attempt to ensure our awareness of local issues and to ensure enhanced cooperation in the coming years.

#### WAIT DONATION

I received a \$100 check in the mail as a donation to the Sturbridge Farmers Market. I have submitted a request to the Board of Selectmen that they accept the donation for said market.

#### NEWSLETTERS

Here are links to the business and event newsletters for March 2019.

Business: <https://www.town.sturbridge.ma.us/businesses/news/business-newsletter-march-2019>

Event: <https://www.town.sturbridge.ma.us/visitors/news/event-newsletter-march-2019>



# TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR

KEVIN FILCHAK, M.P.A.

Date: 4 February 2019  
To: Potential Economic Development Consultants  
Subject: Solicitation for Quotes for Economic Development Projects

---

## WRITTEN PURCHASE DESCRIPTION

The town of Sturbridge is seeking a consultant to work with the community to produce the two reports detailed below. Please note this project is expected to be funded through the Commonwealth Community Compact and should be completed no later than one year after the contract award date.

### PROJECT 1: BENCHMARKING / SWOT ANALYSIS

The Town of Sturbridge is seeking support from the Commonwealth Community Compact to help our community conduct a self-assessment of our economic competitiveness within our region and beyond. As a community we are hoping to better identify, through engagement with local stakeholders, what are our strengths, weakness and opportunities and see how the town ranks when compared to similar communities in the Commonwealth.

Sturbridge has worked diligently over the past decade to improve its relationship with local business and to enhance our local economic standing. Indications from sources such as our ten year increases in hotel and meals tax collection (\$999,165 and \$464,678 respectively in fiscal year 2018), continuing commercial development and low vacancy rates all show a strong local economy. However the town is keenly aware of several major deficiencies including the limitations in our existing roadway infrastructure, lack of sidewalks, parking challenges and pre-existing misconceptions of our community. As such it is more than difficult to gauge where our community is with respect to others in our region.

Therefore we are asking for assistance to hire an outside consultant to come to Sturbridge and (A) conduct SWOT assessment of the current standing of the town and (B) help rank our community's competitiveness against five (5) similar communities in the Commonwealth. This benchmarking will help the town better plan for its future by gauging where it is today. We expect the consultant to meet with community stakeholders (individually and in group settings), conduct surveys, produce a draft and present their final findings to the town.

### PROJECT 2: ECONOMIC DEVELOPMENT STRATEGY DEVELOPMENT

The Town of Sturbridge is seeking support from the Commonwealth Community Compact to develop an economic development strategy for our community that can be used to foster economic growth, innovation, entrepreneurship and increased visitation. Over the past ten years our local economy has

seen growth with yearly increase in revenues from our hotel/motel and restaurant taxes (\$999,165 and \$464,678 respectively in fiscal year 2018), the building of several multi-million dollar projects (three supported through tax increment financing collectively over ten million dollars' worth of investment) and the establishment of an Economic Development and Tourism Coordinator position. Furthermore the town has re-invested those dollars collected through the aforementioned taxes to promote Sturbridge throughout the region and to help sponsor events in town that have drawn visitors and revenue to our local economy. All of this is occurring in a small bedroom community of approximately ten thousand people.

However, while these accomplishments are laudable, these actions and outcomes are not part of a coherent strategy or consistent approach by the town and its business partners. Economic development in our community consists of a myriad of small actions done for individual gain, rather than collective actions done for a common collective good.

Therefore the town, in collaboration with community stakeholders, is looking to create a common and readily understood strategy for economic development in Sturbridge. By bringing those residents, businesses, boards and town staff together to agree upon a vision for Sturbridge's future, all parties can share in the responsibility of seeing this plan to fruition. Again by creating a plan for collective action, community stakeholders can work to strengthen the town's economic future.

To that end the town would like to secure the services of an outside consultant to develop a five (5) year community wide economic development strategy. This would include organizing and running community meetings, speaking with relevant stakeholders, conducting surveys, and drafting and later presenting a complete economic development strategy for Sturbridge.

## SUBMISSION REQUIREMENTS

Please submit all quotes in PDF form to the Economic Development and Tourism Coordinator's email at [kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us) no later than 12pm on Friday, 15 February 2019.

## RULES FOR AWARDDING CONTRACT

The contract will be awarded to the responsible vendor offering the lowest combined quote for both project one and project two delivered to the Economic Development and Tourism Coordinator via email no later than 12pm on Friday, 15 February 2019.

## QUESTIONS



Any and all questions can be directed to the Economic Development and Tourism Coordinator using the information listed below:

**Kevin Filchak, M.P.A.**  
Town of Sturbridge  
Economic Development & Tourism Coordinator  
[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)  
508.347.2500 ext. 1411







# Page Break

---

From:  "Maxine Carter-Lome" <maxine@journalofantiques.com> 2/12/2019 9:1... 

Subject: Guide to Brimfield Advertising Request

To:  **Kevin Filchak**

Attachments:  untitled-[2].html / Uploaded File 3K  
 2018 Promo Flyer.pdf / Uploaded File 966K  
 STA Ad.pdf / Uploaded File 1.9M

---

Dear Kevin,

Every year the Journal of Antiques & Collectibles takes a leadership role promoting the Brimfield Shows in its national monthly magazine and special supplement, Guide to Brimfield. We print 15,000 copies of our Brimfield Show Guides for each show, mailing them nationwide inside the Journal's show month issues, distributing them around town and regionally to advertiser businesses, handing them out on-site at the Chamber Information Booth, and making them available in our "Take-One" red boxes along the show route. Each Guide is also made available in a readable PDF on both our JournalofAntiques.com and GuidetoBrimfield.com websites. No one does more to promote the Brimfield shows and the surrounding business community than we do and we hope the STA will continue to help us in this effort by advertising.

Last year the STA took a full page ad in our May Guide (see attached) for \$600; however, we are hoping the STA can reserve ad dollars to be in all three 2019 Show issues this year for a total of \$1,800. Once again we are happy to create your ad for you at no extra charge. We have always reserved the Inside Back Cover of the May Guide, and Back Cover of the July and September Guides for the Chamber. We are happy to offer the STA these premium positions should you commit to all three issue. I have attached a Media Kit from last year (a 2019 kit will be completed shortly but only with date changes) for more complete information about this publication. We are hoping the STA can take this issue up at its March meeting as the deadline for advertising in the May Guide is March 22nd, and distribution is expected to begin in early April. Please let me know if you have any additional questions.

Regards,  
Maxine

Maxine Carter-Lome,  
Publisher  
The Journal of Antiques & Collectibles  
P.O. Box 950  
Sturbridge, MA 01566  
508-347-1960

From:  maxine@journalofantiques.com  
The Journal of Antiques & Collectibles <maxine@journalofantiques.com>



Subject: It's Time for Brimfield!

To:  **Kevin Filchak**

Attachments:  Attach0.html / Uploaded File

19K



**Advertise your show, booth at Brimfield, antique shop, auction house, or professional services to thousands of dealers and show-goers - before, during, and after the Brimfield Shows. We print 15,000 copies! Find us inside the May issue of *Journal of Antiques & Collectibles*, around the region, online, and during show week on show fields, the Chamber Information Booth, and in our red "Take One" boxes. NO ONE DOES MORE TO PROMOTE YOU AND THE BRIMFIELD SHOWS.**



<https://files.constantcontact.com/239b7b87401/eea8cfb8-3693-4874-bcce-79adc249aed0.jpg>

**MAY ADVERTISING DEADLINE: MARCH 22nd**

**Call or email [Maxine Carter-Lome](mailto:Maxine Carter-Lome) or [Pat Rainka](mailto:Pat Rainka) to place your ad**

**[Download Media Kit Here](#)**

The Journal of Antiques & Collectibles | P.O. Box 950, 46 Hall Road, Sturbridge, MA 01566

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

[Update Profile](#) | [About our service provider](#)

Sent by [maxine@journalofantiques.com](mailto:maxine@journalofantiques.com) in collaboration with



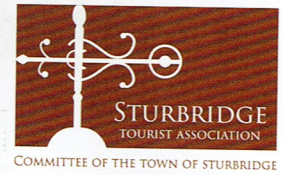
[https://imgssl.constantcontact.com/ui/images1/logo\\_ctct\\_2x.png](https://imgssl.constantcontact.com/ui/images1/logo_ctct_2x.png)

[Try it free today](#)



# Sturbridge, MA

## Shop • Eat • Stay • Play



*Welcome to Sturbridge, a community with deep ties to its historic roots and with modern amenities that will make every minute of your time here an enjoyable one. In a Town with rich offerings of dining, entertainment, shopping, outdoor recreation and more, there is something here for everyone to enjoy.*

Easy access  
from Route 84  
and the Mass Pike



Over 900  
hotel rooms with  
modern amenities



40 restaurants  
with everything  
from high end dining  
to family friendly fare



Over 6000 acres  
of open space to  
explore and enjoy



Venues for meetings,  
conferences, weddings,  
and conventions  
of every size!

Entertainment EVERY WEEK featuring local bands,  
speakers, plays, conventions, events and more!

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



# Page Break



# Women In Criminal Justice

February 22, 2019

Kevin Filchak, M.P.A. Economic Development / Tourism Coordinator  
Town of Sturbridge  
308 Main Street, Sturbridge MA 01566

**Honorary Chairs  
1995-2018**

Della Blake  
Honorable Mary Hurley  
Dr. Mary Livers  
Linda Melconian  
Jennifer Fitzgerald  
Sheila Dupre  
Susan Figy  
Cheryl Clapgood  
Dora Robinson  
Lee Bennett  
Maria Rodriguez  
Senator Gail Candaras  
Toni Atmore  
Maureen Walsh  
Kathleen M. Dennehy  
Helen Caulton-Harris  
Cheryl Rivera  
Shannon O'Brien  
Tina S. Page  
Paula Meara  
Marjorie J. Hurst  
Mary E. Hurley  
Linda Melconian

**Executive Committee**

Patricia A. Murphy, Chair  
Eileen Barrett  
Della Blake  
Saadia Crawford-Carter  
Amelia DellaCroce  
Dana Hines  
Janice Foley  
Susan Jones  
Shirley Leaks  
Jackie Moore  
Adrienne Osborn

Dear Mr. Filchak:

The Woman in Criminal Justice Conference Committee is once again seeking sponsors at the Annual Conference to be held Friday, April 12, 2019 at the Sturbridge Conference Center, in Sturbridge, MA.

We have held successful Conferences over the past twenty three years with registration averaging over 350 participants.

Our theme, "**Community Leadership**", will focus on using leadership skills to actively involve our communities in addressing today's most pressing challenges. We seek to have participants engage in strong networking opportunities, mentoring options, strengthen communication skills, and develop new strategies for community development. Our unique backgrounds in Criminal Justice provide a base for tackling many of today's ever present community issues. By refining our leadership skills we will enhance opportunities to work collaboratively with our hometown leaders and neighbors to further the changes that need to occur to make our communities safer.

Please consider purchasing advertising spaces in the Conference program:  
If you do purchase a space, please send me your Ad along with your check.

|                         |          |
|-------------------------|----------|
| ¼ Page Advertisement    | \$45.00  |
| ½ Page Advertisement    | \$60.00  |
| Full Page Advertisement | \$110.00 |

Or consider underwriting a workshop for the day for \$165.00 that includes:  
Listing on the Sponsor Board  
Listing on the Workshop Session Placard  
Listing in the Conference program as a Workshop Sponsor



Or consider underwriting the Keynote Speaker for \$250.00 that includes:  
Listing on the Sponsor Board  
Listing on the Session Placard  
Free Ad Space in the Conference Program

Advertisements are due no later than March 29, 2019. Please submit your business card to place your Ad. Please make your check payable to **Women in Criminal Justice**. We have over 1500 people on our mailing list so we feel our magazine will reach a large number of people.


Sincerely,  
Amelia DellaCroce, WICJ Committee Member


# Page Break



---

From:  Kelly Tourtellotte <kelly@gdpublishing.com> Thu, Mar 07, 2019 1:21:04 PM 

Subject: Spring Putnam Traveler Ads Due March 15th

To:  Kelly Tourtellotte <kelly@gdpublishing.com>

Bcc:  **Kevin Filchak**

Attachments:  Attach0.html / Uploaded File 4K  
 -General Rates PT.pdf / Uploaded File 168K

---

Dear Advertisers and local business leaders:

Spring is on its way and so is The Spring Issue of the Putnam Traveler for release April 1st.

*Deadline for advertising will be March 15th. We offer free ad design.  
For those of you that have advertised please let me know if you would like to run your ad or something new!*

8K+ papers distributed FREE to businesses to reach a wider audience. The territory includes South Central Massachusetts, nearby Rhode Island, and more towns within Windham County including Willimantic & Storrs. You may have noticed we have increased our presence over social media to help promote your business online, *please like and share our Facebook page*  
<https://www.facebook.com/PutnamTraveler/?ref=settings>

The paper is always available online at [www.putnamtraveler.com](http://www.putnamtraveler.com).

Thank you and have a great day! Kelly

--

A full service graphic design and publishing agency serving our clients for over 20 years! Visit us at [www.gdpublishing.com](http://www.gdpublishing.com)!

*Kelly Tourtellotte  
Sales Consultant:  
Global Design & Publishing, LLC Publications, The NECT Chamber of Commerce & The Last Green Valley  
860-963-0414 Office  
860-382-3832 Cell  
[kelly@gdpublishing.com](mailto:kelly@gdpublishing.com)  
[kelly@tlgv.org](mailto:kelly@tlgv.org)*

Preview attachment Winter Cover.jp