



STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

REGULAR MEETING AGENDA – 17 APRIL 2019

Town Hall, 308 Main Street – Veterans Hall – 6:00pm

- 1) Call to Order
- 2) Review of Previous Minutes – 13 March 2019
- 3) Treasurers Report
- 4) New Business
 - a. Funding Request – 2nd Meeting – Weathervane Enterprises
 - b. Funding Request – 2nd Meeting – Central MA Working Dog Club
 - c. Funding Request – 2nd Meeting – Discover Central MA FY 2020 Campaign
 - d. Funding Request – 1st Meeting – Jaguar Association of New England (JANE)
 - e. Funding Request – 1st Meeting – Recreation Committee
 - f. Funding Request – 1st Meeting – Sturbridge Historical Society
 - g. Funding Opportunity – DCM Meeting and Event Planner Guide
 - h. Funding Opportunity – Mystic Seaport
 - i. Introductory meeting with Town Administrator, Jeff Bridges
- 5) Old Business
 - a. Requests for Proposals
- 6) EDTC Report
- 7) Correspondence
- 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.

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Break



STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

REGULAR MEETING MINUTES – 13 MARCH 2019

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

MEMBERS PRESENT:

Brian Amedy (BA), Chair; Tom Chamberland (TC), Vice-Chair; Jeff Ardis (JA); Nick Salvadore (NS)

GUESTS PRESENT:

Sue McAdams (SM), Gatehouse Media; Diane Galipeau (DG), Gatehouse Media; Christine Valee [sp] (CV), Herbfest; Salli Greene (SG), Herbfest

STAFF PRESENT

Kevin Filchak (KF), Economic Development and Tourism Coordinator

- 1) Call to Order – BA called the meeting to order at 6:00pm, a quorum was present.
- 2) Review of Previous Minutes – 13 February 2019 – **TC MOVED to approve the minutes as presented. NS seconded. APPROVED. (4-0).**
- 3) Treasurers Report – KF gave updated and noted the current funding levels. BA spoke briefly about those expenses planning to be spent in the spring, discussing the allocations of unspent money. **BA MOVED to approve the financial report as written. JA seconded. Approved. (4-0).**
- 4) New Business
 - a. Funding Request – Second Meeting – Worcester Magazine – DG gave overview of the campaign, and discussed the zip code locations used. BA noted the campaign and the findings in specific zip codes. SM explained that the campaign can be targeted beyond the zip codes to better target the correct audience. General discussion on the audiences to focus on for the campaign. NS asked about the percentage of the click through rates and how they compare to other. SM said the New Hampshire and Rhode Island campaigns were average views; the Vermont and Maine campaigns were below average. SM also noted how different ad sizes produced different returns. TC asked if it would be possible to connect with OSV to see where they are drawing school children from and then target those markets not currently targeted and also asked how to connect better with millennials. General discussion on OSV marketing and how to target

millennials. BA noted KF's proposed motion, and the potential campaigns with Worcester Magazine in FY 2019 and FY 2020. **TC MOVED 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. BA seconded. APPROVED. (4-0).** General discussion on potential campaign. BA and TC suggested the idea of targeting Albany and Westchester County for the campaign. **TC MOVED to authorize KF to conduct the campaign on the STA's behalf. BA 4-0 APPROVED.**

- b. Funding Request – First Meeting – Sturbridge Herbfest – BA welcomed CV and SG. SG explained their concept for an herb conference in Sturbridge, noted the conferences throughout the US and explained that Sturbridge is an ideal location. Stated that the Senior Center will be used, and will feature food / craft vendor's et al. JA asked about other Sturbridge vendors, SG said one hasn't formally opened their business yet and the other is Sturbridge Coffee House. SG noted 3 keynote speakers are out of area, but most of the other teachers are generally local. SG explained that she chose the Senior Center because of the free ability of the space. SG noted that they'd like to incorporate OSV herb garden at the event. There was general discussion on transportation and use of Sturbridge buses. TC noted the breakdown of the budget and talked about the STA line items. SG talked about the marketing line item, noting that she had been billed for a few of them already. General discussion on timing of the bills and explanation of how bills can be paid. SG asked about STA covering police detail, general discussion on police detail. SG noted that she has highlighted space for people to stay and sleep in advertisements. JA noted he was pleased to see that they are promoting restaurants. TC talked about those bills that have already been expended. General discussion on cost for spring campaign. **TC MOVED to approve \$1,369 from the FY 2019 Marketing line item to support the promotional efforts of the Sturbridge Herbfest. BA seconded. APPROVED (4-0).** Brief discussion on advertising Herbfest in DCM event calendar.
- c. Funding Request – First Meeting – Weathervane Enterprises, Inc. – BA gave brief overview and history of the event, noting that this was an event that the STA used to sponsor. Discussion on amount of request, JA raised question of its necessity given the three Brimfield shows. NS asked for data on the event. TC noted concern for the \$5,000 and said be willing to have them come in to discuss the application. NS explained how this is just a one night event and asked who might stay for this, questioned how many businesses are open on new year's day to receive those patrons. TC asked is this marketable, with the town as a whole for a 'first night' style event. BA talked about the FY 2020 budget especially with planning. NS said he'd rather see more support for multi-day events. BA said would want to see a full breakdown of the marketing request, as well as seeing the contract with the Host. **TC MOVED to invite Weathervane Enterprises to the next meeting of the STA to discuss their proposed Sturbridge Antiques and Collectibles Show. NS seconded. APPROVED (4-0).** KF said he'll ask for more detailed information.

- d. Funding Request – First Meeting – Central MA Working Dog Club – BA gave brief overview of the event, noting the event is outside of Sturbridge but there are a lot of rooms used. KF suggested that the applicant provide much more information before the STA approves anything and BA concurred. NS asked about the pet friendliness of the hotels leading to a discussion on the subject. TC questioned the ‘stadium’ nature of the park in Spencer. TC raised the question of is this event something that could be funded, noting that this decision might set precedence. NS noted that this event is a four day event with hotel stays in Town. TC asked how the room nights should be counted. **BA MOVED to invite the Central Mass Working Dog Club to the next meeting of the STA to discuss their upcoming show in Spencer. JA seconded. APPROVED (4-0).**
- e. Funding Request – First Meeting – Discover Central MA Campaign (FY 2020) – BA gave overview of the campaign, and KF gave a detailed breakdown of said campaign. BA discussed the value of DCM and the campaign. JA asked if we could come in at a lower amount, KF said yes but there are advantages to it. NS discussed the various campaigns with DCM, general discussion on past campaigns. KF talked about the value of this campaign and the advantages of working with DCM. BA talked about the need to get more accurate numbers for campaigns. TC talked about reducing costs by possibly cutting down on the page size, also questioned the twelve month feature. **TC MOVED to empower the EDTC to discuss with DCM to negotiate a proposal that is at least \$2,000 less than current amount.** JA asked if \$2,000 is an arbitrary number. TC said yes but gives point, to start. JA suggests that we focus on the partnership and look at reducing cost without reducing impact. **TC withdrew motion. JA MOVE that EDTC look to reduce cost without reducing impact of campaign while maintaining strong partnership. BA seconded. APPROVED 4-0.**
- f. Funding Request – First Meeting – Discover Central MA – *Yankee Magazine* – KF gave brief overview. Noted that DCM needs the answer immediately. TC noted the pictures for the advert are good. JA discussed the current funding amounts, concerned about purchasing ad given the remaining total. TC noted concern with price but feels positive it will provide base layer of data. JA noted concerns again with price. **TC MOVED that the STA appropriate \$3,450 from Marketing and Advertising to partner with DCM to promote advertisement in Yankee Magazine. BA seconded. APPROVED (3-1).**
- g. Funding Renewal – STR Reports – KF provided overview. **TC moved to renew their STR report from Community Support. BA seconded. APPROVED (4-0).** Brief discussion on data.
- h. Funding Request - Trail Towns - Leveraging Trails for Community and Economic Development – TC explained that the American Trails membership allows the STA to see

webinars. **JA MOVED to approve the \$19 from Community Support to pay for Trails Webinar. BA seconded. APPROVED (4-0).** TC talked about trails conference.

- i. Discover Central MA – MOTT Presentation Discussion – KF provided copy to members.
- j. *Sturbridge Express* Update – BA gave update on where the BAG stands and the challenges with funding the event. Discussion on the difficulty for getting sponsorship. JA noted it's a shame that it happened but little the STA can do. General discussion on the shuttle and the BAG.

5) Old Business

- a. GDP Contract – BA noted that a copy of the contract is in packet.
- b. Discussion on Community Support Line Item – KF gave overview of his report on the line item.
- c. Requests for Proposal – Drafts
 - i. Five Year Marketing Strategy
 - ii. Brand Development

KF gave overview. TC noted that Betterment also supports recreation and to make that correction in both RFP drafts. TC asked if the town planner was aware of it, TC suggested that Jean Bubon conduct an overview of it. KF noted he would look to have finance department review it as well. **TC MOVED to approve the drafts subject to review by Finance Director and Town Planner for suggested changes. JA seconded. APPROVED. (4-0).** **TC MOVED to authorize KF to make changes as may be suggested by Finance Department, Town Planner, or other member of the STA. BA seconded. APPROVED. 4-0.**

- 6) EDTC Report – KF gave update. TC asked with sign review who asked EDTC to do that. JA asked a few questions regarding First Impressions and Williamstown's response to feedback leading to general discussion. JA asked about the sale of 501 Main Street leading to a general discussion on the property. Also farmers market and Route 15 were discussed.

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

Brief discussion on the Guide to Brimfield. Members declined to take action on any of these items.

8) Next Meeting – Scheduled for 4/17/2019 at 6pm.

9) Adjourn – **BA MOVED to adjourned at 8:16. TC seconded. APPROVED (4-0).**

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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	\$43,254.75	\$4,770.13
Marketing and Advertising	24400 56551	\$109,332.60	-\$12,000.00	\$97,332.60	\$77,514.93	\$19,817.67
EDTC	24400 51130	\$36,863.52	\$0.00	\$36,863.52	\$26,502.87	\$10,360.65
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	\$155,467.55	\$46,893.45

EDTC Update

[illegible]

Marketing Allocations	
Total Allocated	\$98,009.00
Spent	\$77,669.93
Remaining Allocated	\$20,339.07
Remaining Unallocated	-\$676.40
Un-Used Funding	\$2,017.57
Total Available Funds	\$1,341.17

Spent
80%
Allocated
101%
Un-Allocated
-1%

[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	104%	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	101%	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	86%	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	78%	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	14%	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	22%	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	\$43,254.75
Revised Total	\$4,770.13

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	\$77,514.93
Revised Total	\$19,817.67

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	\$26,502.87
Revised Total	\$10,360.65

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	
3/31/2019	March	\$2,800.35	
	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.

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TOWN OF STURBRIDGE
 STA MARCH 2019

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FOR 2019 09

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	26,502.87	.00	10,360.65	71.9%
24400 56551	MARKETING/ADVERTISI	109,333	-12,000	97,333	74,740.92	.00	22,591.68	76.8%
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	150,207.73	.00	52,153.58	74.2%
	TOTAL STURBRIDGE TOURIST ASSN	182,221	20,140	202,361	150,207.73	.00	52,153.58	74.2%
	TOTAL EXPENSES	182,221	20,140	202,361	150,207.73	.00	52,153.58	

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TOWN OF STURBRIDGE
 STA MARCH 2019

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FOR 2019 09

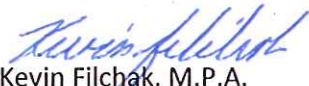
	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	182,221	20,140	202,361	150,207.73	.00	52,153.58	74.2%

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

Budget Reconciliation

Department	STA
Month	March 2019
Balance Agree	X*
Balance Does Not Agree	

Explanation of Variance: Under Tourism Improvement (24400 58618), I show an even \$11,945.00, the reconciliation shows \$11,945.31.


Kevin Filchak, M.P.A.

Department Head


4 April 2019

Date

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Break



STA Evaluation Worksheet

For Use on All Applications Received by the Sturbridge Tourist Association

Last Updated: 13 September 2018

Note: Any item listed with a * should not be counted against an applicant if it does not apply to them.

I. General

Criteria	3 Points	2 Points	1 Point	0 Points
Application [Basic]	Applicant has completed online application and provided all appropriate documentation.	Applicant has completed online application and has, upon request, provided additional clarifying documentation.	Applicant has completed online application and has not, after request(s), provided additional documentation.	Applicant has submitted a partially completed application.
Application [Content]	Applicant has prepared a thorough application, and has considered all applicable variables. ¹	Applicant has prepared a thorough application, and has considered most variables, excluding minor variables.	Applicant has prepared an application, and has failed to consider some important variables.	Applicant has prepared an incomplete application and has not considered important variables.
Communication	Applicant is responsive and forthcoming with information.	Applicant is relatively responsive and is generally forthcoming with information.	Applicant is slow to respond and requires reminders.	Applicant is not responsive or communicative.
Previous Interactions*	Applicant provided all documents in a timely manner and adhered to all STA policies throughout the process.	Applicant provided all documents, and mostly adhered to all STA policies throughout the process.	Applicant provided all documents but required EDTC to request them, and had difficulties in adhering to the STA policies.	Applicant did not provide all documents required by the STA and proved difficult to work with.
Transparency	The applicant's finances, organization, et al. are clearly defined and all relevant information, including historical data, is shared with the STA.	The applicants finances, organization, et al. are clearly defined and most relevant information is shared with the STA.	The applicants finances, organization, et al. are mostly defined and some relevant information is shared with the STA.	The applicant's finances, organization, et al. are not defined and relevant information is not shared with the STA.

¹ Variables are defined as considering all potential costs, having a marketing plan, having a venue identified, etc. A minor variable could be considered awaiting final quote for service, notifying committee that there may be small fluctuations in budget due to unforeseen circumstances, etc. A major variable could be considered lacking a budget, defined marketing plan, or not having a venue (if applicable).

After Action Report (AAR)*	Applicant has provided a complete AAR with no omissions in detail.	Applicant has provided a nearly complete AAR with only minimal information omitted.	Applicant has provided a partially completed AAR with major omissions	Applicant has not provided an AAR.
Total Possible Points	18 / 12			
Total Points Awarded				

II. Budget

Criteria	3 Points	2 Points	1 Point	0 Points
Budget	Applicant has provided a completed and accurate budget with clearly identified costs and revenues.	Applicant has provided a complete budget, but the committee has questions regarding formatting.	Applicant has provided a budget but there are questions regarding totals or general arithmetic.	Applicant has provided an incomplete or inaccurate budget.
Previous Allocations*	Applicant used their entire previous allocation and stayed within their spending cap.	Applicants used most of their allocated amount and stayed within their spending cap.	Applicant used some of their allocated amount and stayed within their spending cap.	Applicants either did not use their allocated funds OR spent over their allocated amount.
Return on Investment*	The applicant has proven with quantitative data that this activity brings revenues to Sturbridge, specifically to the hotel community.	The applicant has proven with quantitative data that this activity brings revenues to Sturbridge.	The applicant has indicated that this activity has brought revenue to Sturbridge but cannot produce evidence.	The applicant is unable to demonstrate that the activity has brought revenues to Sturbridge.
Revenues Collected	Applicant does not intent to make revenue from event and/or if they do it is reinvested in future events.	Applicant anticipates making some revenue from the event and intends to put most towards future events with the remaining going to the Applicants general fund (or equivalent).	Applicant anticipates making revenue from the event and will put some towards future events with the remaining going to the Applicants general fund (or equivalent).	Applicant anticipates making revenue from the event and it is unclear where said revenue will go and/or it will go towards the Applicants general fund (or equivalent).
Returning Applicant Request*	Applicant has reduced their request from the previous amount requested as the activity becomes more self-sufficient.	Applicant has maintained their request from the previous year.	Applicant has maintained their request from the previous year or has increased it to match with increasing cost of services due to economic factors, but has not added services from the	Applicant has increased their request from the previous year to include new services.

			previous year.	
Ability to Manage Program	Event would not be possible without STA support.	Major aspects of the program would not be possible without STA support.	Some aspects of the event would not be possible without STA support.	If the STA does not participate, it will not adversely affect the event.
Total Possible Points	18 / 9			
Total Points Awarded				

III. Event*

Criteria	3 Points	2 Points	1 Point	0 Points
Number of Participants	> 500 participants	499 – 250 participants	249 – 50 participants	< 49 participants
Location of Event	Event takes place entirely in Sturbridge.	Event takes place almost entirely in Sturbridge.	Event takes place in multiple communities, of which Sturbridge is one of them.	Event does not take place in Sturbridge.
Cost to Participants	This event is free and open to the public.	This event is open to the public but requires a minimal per person fee (< \$50) for entry.	The event is open to the public, but requires a sizeable per person fee (> \$50) for entry.	This event is not open to the general public.
Overnight Stays	Applicant has confirmed guests will stay multiple nights in local hotel(s), and confirmed others will visit just for the day.	Applicant has confirmed that guests will stay overnight in local hotel(s), and confirmed others will visit just for the day.	Applicant anticipates guests will stay overnight in local hotel(s), and confirmed others will visit just for the day.	Applicant does not anticipate guests will stay overnight and confirms that others will visit just for the day.
Total Possible Points	12			
Total Points Awarded				

IV. Marketing / Promotion

Criteria	3 Points	2 Points	1 Point	0 Points
Marketing	Applicant is promoting Sturbridge as a whole and gives equal opportunity to promote all businesses in Town.	Applicant is promoting Sturbridge as a whole but gives preferences to a select group of businesses.	Applicant is promoting Sturbridge in part and also gives preferences to a select group of businesses.	Applicant is not promoting Sturbridge.
Track Record*	Marketing campaign has been proven with quantitative data that it brought visitors to Sturbridge who visited businesses or stayed in local hotels.	Marketing campaign has been proven with quantitative data reach a large audience but is unclear who may be coming to Sturbridge	Marketing campaign has been supported with colloquial data that it reaches a large audience but is unclear who may be coming to Sturbridge	It is unclear what the marketing campaign has accomplished.

		because of advert.	because of advert.	
Total Possible Points	6			
Total Points Awarded				

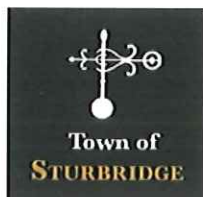
V. STA Mission

<i>Criteria</i>	<i>3 Points</i>	<i>2 Points</i>	<i>1 Point</i>	<i>0 Points</i>
Use of local businesses	Applicant is only using Sturbridge businesses / vendors to support this activity.	Applicant is mainly using Sturbridge businesses / vendors to support this activity.	Applicant is using some Sturbridge businesses / vendors to support this activity.	Applicant is not using Sturbridge vendors to support this activity.
Supporting Mission of STA	This activity supports the mission of the Sturbridge Tourist Association	This activity mostly supports the mission of the Sturbridge Tourist Association	This activity in part supports the mission of the Sturbridge Tourist Association.	This activity does not support the mission of the Sturbridge Tourist Association.
Community Event	Event is considered a major community event.	Event is a significant event in Sturbridge.	Event is in Sturbridge.	Neither a significant nor community event.
Other	Points awarded at the discretion of the Sturbridge Tourist Association Members.			
Total Possible Points	12			
Total Points Awarded				

VII. Summary

Overall Points Awarded		
Possible Points Awarded		
Project Approved for Interview?	Yes	No

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TOWN OF STURBRIDGE

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

Date: 11 April 2019
To: Sturbridge Tourist Association
Subject: Cover Memo – Weathervane Enterprises, Inc.

OVERVIEW

This is the second month review for Weathervane Enterprise's application for the revival of the New Year's Eve/Day Antique Show. This show has been sponsored by the Sturbridge Tourist Association while it was under the operation of its previous management. The show was not held last year and Weathervane has since procured the rights to the show. It is hoping to revive it at the Host Hotel for the 2020 New Year. Their initial \$5,000 request is to help support the marketing of the show.

At the last meeting in March, there were questions concerning what the marketing funding would go to support as well as some questions regarding the contract with the Host. Here are Weathervane's responses:

Advertising and marketing. Specifically branding the show for Sturbridge (\$1,000); social media & digital marketing (Facebook page, website, digital ads - \$600); Print & Radio Advertising (\$2,000); and printing of marketing materials (\$1,000); Banners & Signage (\$400)

Our contract calls for 10 hotel rooms. We expect that [to] increase over the years, especially when the show is held over a weekend, which is not the case this year.

As was mentioned the STA has previously supported the show. In FY 2018, the STA provided \$6,616.65 for the marketing of the Sturbridge Antique Show; in FY 2017 that amount was \$5,250.

SUGGESTED MOTION

Given the limited funding available in the marketing line item at this time, it is suggested that the STA provide a maximum of \$1,000 for this event. I would suggest and encourage the applicant to reapply next fiscal year for additional funding for this event.

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

MOVE to allocate from the marketing line item \$1,000 to support Weathervane Enterprise's revival of the New Year's Eve/Day Antique 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). 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 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. *

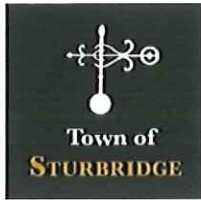


I have read and agree to adhere to all STA policies and requirements as stated above

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TOWN OF STURBRIDGE

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

Date: 11 April 2019
To: Sturbridge Tourist Association
Subject: Central MA Working Dog Club – Second Meeting

OVERVIEW

This is the second review of the Central MA Working Dog Club's application. Their event, which takes place in Spencer but utilizes Sturbridge hotel rooms, is seeking \$3,000 to help ship bleachers from the Topsfield Field grounds to Memorial Park in Spencer.

As requested, the applicant has provided additional details on the number of rooms booked for this event:

- Publick House – 280 room nights
- La Quinta – 28 room nights
- Comfort Inn – no response
- Hampton Inn and Suites – 4 bookings
- Numerous Airbnb

If this event is to be sponsored, it should be made clear that while the STA is helping to sponsor this event in Spencer, it is having a measurable impact on the Sturbridge economy hence why it is currently under consideration.

SUGGESTED MOTION

Given the limited funding available, it is recommended that the STA provide a maximum of \$1,000 to support this event. In the future if such an event is to occur again, it should be recommended that the applicant come and seek funding as early in the fiscal year as possible.

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

MOVE to approve \$1,000 from the Community Support line item to fund the Central Massachusetts Working Dog Club event 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). 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. *

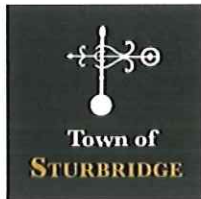


I have read and agree to adhere to all STA policies and requirements as stated above

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TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR

KEVIN FILCHAK, M.P.A.

Date: 11 April 2019

To: Sturbridge Tourist Association

Subject: Discover Central MA – FY 2020 Marketing Campaign

OVERVIEW

This is the second meeting discussing the FY 2020 marketing proposal from Discover Central MA. As per the STA motion at the last meeting, I have discussed some changes to the proposed campaign. Please see the attached proposed changes for the campaign.



Item	Initial Cost	Revised	Difference
Website and Social Media Marketing	\$13,750	\$9,240	\$4,510
AAA Travel Show	\$600	\$600	\$0
Inclusion in <i>Yankee Magazine</i> Campaign	\$5,000	\$5,000	\$0
Ad in DCM Visitor Guide	\$4,000 (two full page)	\$1,400 (two half page)	\$2,600
Photo Shoots (2)	\$500	\$500	\$0
DCM Memberships – Complementary	\$150 (3 plus STA's membership)	\$150 (2 plus STA's membership)	\$0
Total	\$24,000	\$16,890	\$7,110

DCM also proposed leaving a small buffer in the campaign in case of "non-planned opportunities" such as in *The Knot* which DCM is trying to organize a potential campaign (no cost provided for that). However to avoid over allocating funds and therefore reducing the amount available for others, it is my recommendation the STA allocate only what is on the proposal at this time. If another opportunity arises it can be discussed at a later time.


SUGGESTED MOTION



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

MOVE to allocate from the FY2020 Marketing Line Item \$16,890 for a marketing campaign with Discover Central Massachusetts, pending approval of the budget at the Annual Town Meeting.

From:  Stephanie Ramey <Sramey@discovercentralma.org> 4/11/2019 11:37:42 AM 

Subject: FY20 Proposal Revised

To:  **Kevin Filchak**

Attachments:  Attach0.html / Uploaded File 4K
 STA_FY20_Marketing_Proposal_Vers_2.pdf / Uploaded File 563K

Hi Kevin,

Please see revised proposal. I had a typo in the initial one. I accidentally had doubled the cost of the visitor guide (2) Full Pages X 2.

This version shows (1) Half-Page X 2.

Sorry about that!

I'd recommend leaving a little buffer if possible for any non-planned opportunities. I'd be interested in doing something relating to the wedding market – maybe with The Knot. Unfortunately, I haven't had a chance to price it out yet.

Please let me know if you have any questions.

Thanks for your patience,

Stephanie

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



April 11, 2019

Sturbridge Tourism Association
308 Main Street
Sturbridge, MA 01566

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

Website & Social Media Marketing:*

- (2) Features per quarter / 8 Total (Sponsored Content) on Discover Central MA homepage.
 - (2) Email blast per quarter promoting homepage article (distribution approximately 18,000).
 - Social Media campaign to audience defined by the STA (\$225 per month) on Instagram and Facebook.
- Price: \$9,240 (Valued at \$11,400)**

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) Half 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: \$1,400 (Valued at \$2,070)

(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 (with DCM credit).

Price: \$500 (Retainer with DCM)

Discover Central MA Membership + (2) Complimentary (non-lead receiving) memberships

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

TOTAL PRICE: \$16,890

VALUE: \$25,000

**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 freelance writer can be provided for an additional \$200 per article.*



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

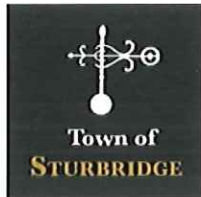
Price: \$150 (Value not to exceed \$600)

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.*

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TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR

KEVIN FILCHAK, M.P.A. 

Date: 11 April 2019
To: Sturbridge Tourist Association
Subject: Jaguar Association of New England – First Review

OVERVIEW

This request is to help support the Jaguar Association of New England or JANE rent a tent for their Jaguar car show in August 2019. Please note that this request would be for FY 2020. By renting this tent the group is able to hold the event rain or shine as inclement weather does prevent some potential vehicles from being displayed.

Last year the group came in and requested \$4,200, but only spent \$2,853.20. With this knowledge I asked JANE to provide a more specific number so as not to overestimate their request. They provided a quote from the tent vendor for a total of \$3,095 (excluding tax). The quote is attached.

The JANE did provide a Post Event Evaluation for this event to the STA in the fall. It is also attached.

SUGGESTED MOTION

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

MOVE to invite the Jaguar Association of New England to the next meeting of the Sturbridge Tourist Association to discuss their application.

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 *

danielgraf100@yahoo.com

Contact Person (name & title) *

Daniel Graf. Jaguar Association of New England Concours Chairman

Contact Person Phone Number *

617 216-9703

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). 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 *

Jaguar Association of New England

Address

P.O. Box 692027. Quincy, MA 02269

Website and Social Media pages (please include links)

www.jagne.org

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 *

\$4,100.00

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

The Jaguar Concours event will take place at the Sturbridge Host Hotel on August 09, 10 & 11, 2019. The funding requested is for a large tent to shelter 20+ cars in the event of adverse weather conditions.

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

As demonstrated at the 2018 Concours d'Elegance, the assistance provided by the STA proved to be very successful for motivating attendance, not only for owners of show cars, but equally attracting visitor viewing.

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

We expect sponsorship for other functions, but not for a tent.

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

Traditionally, any revenue resulting from car entrants are used to offset Concours expenses.

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

As a result of 2018 STA assistance, the number of actual car attendance basically equaled pre-registered car numbers. This is considered a significant detail in view of past results with unfavorable weather forecast resulting in weak registrations and/or last minute cancellations.

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 Jaguar Festival and Concours d'Elegance.

Where will the event be held?

Sturbridge Host Hotel & Conference Center

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

www.jagne.org

Please add the start date for the event.

MM DD YYYY

08 / 09 / 2019

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

MM DD YYYY

08 / 11 / 2019

Please add the start time for the event.

Time

04 : 00 PM ▼

Please add the end time for the event.

Time

12 : 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?

The event will be highly publicize via Car Club Journals and Auto magazines, British Consulate, Jaguar Land Rover of North America, the Web and direct communication with other Jaguar Club Affiliates.

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

The high number of accolades received following the 2018 Concours was exactly the opposite expected in view of actual weather. The STA's support was the primary contribution. This important subsidy was noted in our list of sponsors published and repeated often during the club's monthly meetings.

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

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Google Forms

From:  Daniel Graf <danielgraf100@yahoo.com>
Daniel Graf <danielgraf100@yahoo.com>

Thu, Apr 04, 2019 1:49:43 PM 

Subject: Jaguar Association of New England

To:  **Kevin Filchak**

Attachments:  Attach0.html / Uploaded File 2K

 #19568 - 1 (Jaguar Association of New England) - Primary Qu.pdf / Uploade...96K

Hi Kevin,

Please find attached below the sponsorship amount requested, to be presented to the STA board.

In compliance with regulations, the sales tax will be omitted from the total amount.

Any estimates received from other Tent providers will be forward to your office.

Thank you for your consideration,
Daniel Graf
Concours Chair



1221 S. Main Street
Palmer, MA 01069
Ph: (413) 589-7368
Fax: (413) 583-3121
michaelspartyrentals.com

We have moved!
Please note our new address.

EVENT DESC: JANE Concours
EVENT DAY: Friday
EVENT DATE: 08/09/2019
EVENT TIME:
DELIVERY: WED 08/07/2019 1030-11 start
PICKUP: MON 08/12/2019 TBD
SALES PERSON: 87 PURCHASE ORDER #:
ORDER DATE: 04/04/2019 TERMS:

BILL TO:

Jaguar Association of New England
100 Seaview Ave

Marshfield MA 02050

SHIP TO:

Sturbridge Host Hotel
366 Main Street
Sturbridge

MA 01566

TEL: (617) 216-9703 FAX:
ORDERED BY: Daniel Graf

QTY	ITEM DESCRIPTION	PRICE	TOTAL
1	40' X 90' White Navi-trac Frame Tent	2,700.00	2,700.00
1	10lbs Fire Extinguisher-red	15.00	15.00
260	Elegant String Lights (per Foot)	0.75	195.00
1	10 Ft Section - Pipe And Drape - 12ft Tall - No drape, weights	25.00	25.00
1	Fee To Pull City Permit - Sturbridge	90.00	90.00

SPECIAL INSTRUCTIONS: THIS IS A QUOTE ONLY

A deposit of \$1,600.00 is required to confirm the order

SUB TOTAL: 3,025.00

SALES TAX: 183.44

DELIVERY: 70.00

LABOR: 0.00

FUEL SURCHARGE: 0.00

DAMAGE WAIVER: 0.00

TOTAL: 3,278.44

DEAR RENTER: PLEASE READ ENTIRE CONTRACT AND TERMS AND CONDITIONS.
ALL ORDERS ARE CONSIDERED COMPLETE 10 DAYS PRIOR TO DELIVERY. ANY CHANGES AFTER
THIS POINT MAY RESULT IN ADDITIONAL FEES.

I, RENTER, HAVE READ, UNDERSTAND AND ACCEPT THE TERMS AND CONDITIONS AGREEMENT AND APPLICABLE ADDENDUM, AND CERTIFY THAT THOSE PRINTED ON THE TERMS AND CONDITIONS ARE AGREED TO, AS IF PRINTED ABOVE MY SIGNATURE. I ALSO AGREE: (1) I HAVE RECEIVED A COPY OF THIS AGREEMENT, AND (2) THAT I AUTHORIZE THE RENTAL CENTER TO MAKE APPROPRIATE CHARGES TO MY CREDIT CARD AS PER THIS AGREEMENT. IF OTHER THAN RENTER, SIGNER REPRESENTS HE IS AN AGENT OF, AND AUTHORIZED TO SIGN FOR RENTER.

Renter's Signature: X _____

STA - Post Event Evaluation

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

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

Email address *

danielgraf100@yahoo.com

Organization Name: *

Jaguar Association of New England

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

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

Name of project or event *

2018 Jaguar Concours d'Elegance

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

Sturbridge Host Hotel - Aug. 10-11-12

Total funds requested by applicant *

\$4,100.00

Total funds allocated by STA *

\$4,100.00

Total funds spent by applicant *

\$3,024.45

Have all the bills been paid? *

☒ Yes

☐ No

Briefly describe your project or event

A Concours d'Elegance car competition for Jaguar Club Members and Non-Members, designed to attract participants from all of New England and beyond.

How was the STA funding intended to help your project?

STA funding provided a large tent to shelter valuable Champion cars, traveling important distances to attend.

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

In view of the prevailing weather conditions, the STA funded tent encouraged the attendance of all registered participants including late non pre-registered cars.

Without this important shelter, there would have been 50% cancellations based on past events. Participating owners of these classics spend a great deal of time and money in preparation for such events. Knowing that shelter is provided (for rain or shine) motivates participation.

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

In spite of the weather, this event was successful due to STA assistance. We will continue to build and hopefully improve on this model.

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

STA was a pleasure to work with. Not only with the initial assistance request, but offering and supplying support information and material where ever needed. It represents a model example of good management that other towns could learn from.

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

In addition to the support, STA provided a link with the Sturbridge Police for organizing a Jaguar Parade through the Historic sections of Sturbridge. Existing weather conditions necessitated cancellation.

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

☒ Yes

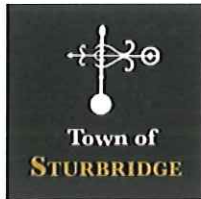
☐ No

☐ Maybe

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TOWN OF STURBRIDGE

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR

KEVIN FILCHAK, M.P.A.

Date: 11 April 2019
To: Sturbridge Tourist Association
Subject: Cover Memo – Recreation Department

OVERVIEW

This is the annual request from the Recreation Department to help fund the Concerts on the Common series. This year Recreation is seeking funding for two bands for a total of \$3,000. The two bands the STA is being asked to support are (1) LA's Backstage Pass and (2) Southern Voice Band. While these are single day events, they do anticipate several hundred attendees on both days and expect some will be from outside the region.

Under the STA's policies a request over \$2,500 requires a two month review.

SUGGESTED MOTION

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

MOVE to invite the Recreation Director to the next meeting of the STA to discuss their FY2020 application.

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 *

recreation@town.sturbridge.ma.us

Contact Person (name & title) *

Annie Roscioli, Recreation Director

Contact Person Phone Number *

508-347-2041

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). 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 Recreation

Address

301 Main St

Website and Social Media pages (please include links)

<https://www.town.sturbridge.ma.us/recreation>

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 *

\$3,000.00

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

We are seeking funding to support our annual Concerts on the Common series. The Recreation Committee is dependent on the support of others to put on this 11 week series. The two bands that we are seeking funding for are our largest two performances with an established fan based that would certainly follow the band for a free to public, outdoor concert.

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

With 200-300 attendees per concert, both events will bring in tourists and band followers to eat at our restaurants, drink at our bars, and fuel up at our gas stations.

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

We use funding from Sturbridge Cultural Council, Betterment Committee, Lions and Rotary Clubs, as well as local businesses for each night of the series.

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

The series receives no revenues and is free to both residents and non residents.

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

Band 1) August 8, 2019 LA's Backstage Pass \$1,500. This was funded by the STA last year as well and was by far the most outstanding performance we've had yet, according to many residents in town who were so impressed they took the time to reach out to the office to share their thoughts.

Band 2) August 15, Southern Voice Band, \$1,500. This will be our first time welcoming this Country Hits band to our green, we sought out two country bands for this series as that was our #1 request on our surveys distributed to residents at the end of last years series.

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 Concerts on the Common, Summer Concert Series

Where will the event be held?

Sturbridge Town Common

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

Please add the start date for the event.

MM DD YYYY

06 / 13 / 2019

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

MM DD YYYY

08 / 22 / 2019

Please add the start time for the event.

Time

06 : 00 PM ▼

Please add the end time for the event.

Time

08 : 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?

Yes, flyers and magnets heavily distributed plus online advertisement

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. *

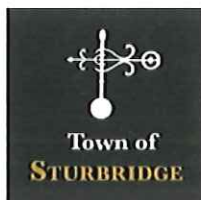


I have read and agree to adhere to all STA policies and requirements as stated above

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TOWN OF STURBRIDGE

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

Date: 11 April 2019
To: Sturbridge Tourist Association
Subject: Cover Memo – Sturbridge Historical Society

OVERVIEW

This is the annual request from the Sturbridge Historical Society for the funding of their 1775 Colonial Muster on the Town Common. For this event, the Society is looking for \$500 to secure a fife and drum band as well as a PA system for the event. This is a public event on the Town Common but they do not anticipate drawing crowds from outside the region.

SUGGESTED MOTION

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

MOVE to allocate \$500 from the Community Support line item to fund the Sturbridge Historical Society's 1775 Colonial Muster.

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 *

sgibquig@charter.net

Contact Person (name & title) *

Doug Quigley

Contact Person Phone Number *

508-347-7956

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). 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 Historical Society

Address

P.O. Box 548

Website and Social Media pages (please include links)

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 *

\$500.00

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

The Historical Society puts on a 1775 Colonial Drill and Muster in June. It takes place on the town common, the actual training field the Minutemen drilled on in 1774-1775. We recreate two events. A December 1774 muster. and then the response to Lexington and Concord in April, 1775. The money we are requesting will pay for a Fife and Drum Corps who perform and for a PA system. We have a one hour narrated program.

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

This event highlights events from the town's revolutionary war history, taking place on Historic Town property. It offers something different from the 1830 Old Sturbridge experience, and brings it to the center of Sturbridge. The musket demonstrations, the fife and drum music, the minutemen drilling on the common, all offer an historical experience for the senses. All this takes place on our very visual and historic Town Common.

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

No.

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

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

Because of the nature of the event, in the past we have gotten pretty good pre and post media coverage.

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?

1775 Colonial Muster

Where will the event be held?

The Sturbridge Town Common

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

Face Book Sturbridge Colonial Militia

Please add the start date for the event.

MM DD YYYY

06 / 22 / 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

04 : 00 PM ▼

Please add the end time for the event.

Time

07 : 30 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?

local free papers, local event calendars, Sturbridge community face book page

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

It is always special for the participants to drill where the Sturbridge Patriots drilled in 1775.

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

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DISCOVER CENTRAL MASSACHUSETTS MEETING & EVENT PLANNERS' GUIDE

Discover Central Massachusetts is publishing the second edition of the Meeting & Event Planners' Guide. Be a part of this publication that will go out to meeting and event planners across the country.

Hotels, function spaces, transportation companies, limo services, salons, unique spaces, caterers and restaurants should all be a part of this go-to resource.

The Guide will also include a marketplace page for smaller venues and services. If you are a small venue, freelance photographer, makeup artist, DJ, band or florist, this is the place to market yourself.

For more information about advertising, please contact:
David Simone, dsimone@pagioinc.com

THE FORMAT

The Discover Central Mass Meeting & Event Planners' Guide is designed in an unique 11- by 8.5-inch format. With a bright, coated glossy paper stock cover that is both eye-catching and long-lasting, the Guide is a resource that customers will refer to over and over again for all their planning needs.

DISTRIBUTION

5,000 copies of the guide will be distributed by Discover Central Massachusetts upon request, at meeting planner tradeshows and by strategic targeting. Discover Central Massachusetts is a dynamic and entrepreneurial convention and visitors bureau that represents 35 cities and towns in Central Massachusetts.

DEADLINES

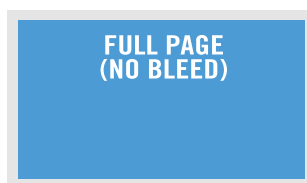
Deadline to reserve editorial listing is April 26, 2019
Deadline to reserve advertising space is May 2, 2019

AD SIZES & RATES



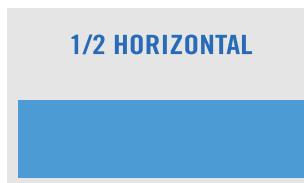
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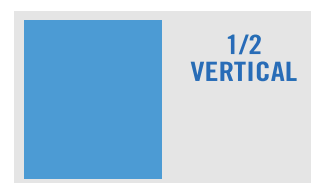
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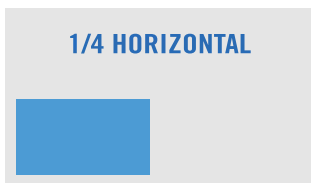
1/2 HORIZONTAL

9.75 x 3.5 IN



**1/2
VERTICAL**

4.75 x 7.25 IN



1/4 HORIZONTAL

4.75 x 3.5 IN



1/4 VERTICAL

2.25 x 7.25 IN



MARKETPLACE

4.75 x 1.625 IN



**EDITORIAL
AD LISTING**

280 WORD COUNT

GENERAL ADVERTISEMENT PRICING

AD SIZE	PRICE
FULL PAGE	\$950
HALF PAGE	\$625
QUARTER PAGE	\$375
MARKETPLACE	\$175
EDITORIAL	\$600

PREMIUM PLACEMENT PRICING
(FULL PAGE)

LOCATION	PRICE
REAR COVER	\$1,250
INSIDE FRONT	\$1,150
INSIDE REAR	\$1,050
PAGE 3	\$1,150

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DISCOVER CENTRAL MASSACHUSETTS MEETING & EVENT PLANNERS' GUIDE IS A PUBLICATION BY PAGIO INC., 88 WINTER ST., WORCESTER, MA 01609.

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REMIT TO:**Mystic & Shoreline Visitor Information Center**Building 1D, Olde Mistick Village
Mystic, CT 06355

860.536.1641

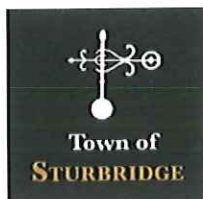
INVOICE**DUE DATE****May 1, 2019****BALANCE****595.00****CLIENT:**Town of Sturbridge
Attn: Kevin**MYSTIC & SHORELINE VISITOR
INFORMATION CENTER***Serving the tourism community since 1976.*Providing local and New England information
In- person, over the phone and on-line.**Brochures Reservations Wall Displays
Menus Maps****MEMBER SINCE:****2018****DESCRIPTION:****Guidebook Distribution****AMOUNT****895.00****Wall Display- Add this service at a discount**Listed on our Mysticinfocenter.com with a direct link to your business website

N/C

Add your **Still or Video AD** Scrolling in our outside window on our 38"
LCD Smart Screen 24/7. Reserve your space now and receive a great
Introductory Price of \$495 (Save \$300)**Advertising Discount****-300.00****BALANCE DUE****595.00****MESSAGES:**

- Make checks payable to: **MYSTIC & SHORELINE VISITOR INFORMATION CENTER**
- **LATE FEES WILL BE APPLIED TO UNPAID BALANCES JUNE 1st**

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TOWN OF STURBRIDGE

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

Date: 11 April 2019
To: Sturbridge Tourist Association
Subject: EDTC Update – April 2019

Below is my monthly update for April 2019. If members have questions please feel free to contact me using the information in the footer below.

ROUTE 15 CHARRETTE

Following a joint decision of the Board of Selectmen and the Planning Board in January, Jean Bubon and I have been tasked with looking at how to rezone the Route 15 corridor to focus on recreation and entertainment. To help in this process we will be hosting a charrette to discuss zoning changes along the Route 15 corridor on 4/29 from 6:30pm – 8:30pm. Property owners along the corridor are being notified via mailing, public access, website postings and notices have been sent to local media outlets.

To register for the charrette please contact me directly before 4/22.

COMMONWEALTH COMMUNITY COMPACT

The week of 4/1 I submitted to the Commonwealth two grant proposals. The first was to conduct a benchmarking analysis of Sturbridge against other like communities in the Commonwealth; the second was for the development of a five year economic development strategy for the town. At this time we are awaiting the Commonwealth's review of our applications.

STURBRIDGE COMMUNITY BONFIRE

There will be a Community Bonfire on the Town Common on 4/25 beginning at 6pm and running till approximately 9:30pm. This event is sponsored by the Special Events Committee and will utilize funding from their betterment line item as well as some allocated by the STA. The event is free and open to the public and there will be food and drink vendors onsite.

A flyer for this event is attached for your reference.

FARMERS MARKET

The Farmers Market is on track to launch on 6/9. There will be forty-seven different vendors participating throughout this season of the market. I have attached a flyer for their latest season for your reference.

STA APPLICATION UPDATE

I have been reviewing the STA's application and I am developing a revised version based on feedback from applicants, the STA and learned best practices.

Please see the attached draft version of the application.

VISITSTURBRIDGE.ORG

Please note that visitsturbridge.org URL is up for renewal on 05/31/2019. The STA needs to determine whether or not this URL should be renewed. If so I estimate that the cost would be approximately \$75. The STA can also wait to discuss this item next month once we receive an invoice from the vendor.

MEETINGS

On 3/19 I met with the Senior Center Director to discuss her plans for a public event to help promote awareness of Alzheimer's and dementia.

On 3/27 I chaired a meeting of the Central MA Metropolitan Planning Organization Advisory Committee in Worcester.

On 4/9 I took the new Town Administrator to meet with Alix McNitt at the Chamber of Commerce. We discussed business in the community and how our two groups could collaborate.

On 4/12 I took the new Town Administrator to meet with Stephanie Ramey to learn about Discover Central Massachusetts.

On 4/18 I will be meeting with the owners of the Publick House to introduce our new Town Administrator.

NEWSLETTERS

I have published two newsletters for April. Links to both are available below:

Business: www.town.sturbridge.ma.us/businesses/news/business-newsletter-april-2019

Event: www.town.sturbridge.ma.us/visitors/news/event-newsletter-april-2019

The Special Events Committee presents,

Sturbridge Community Bonfire



When: April 25th from 6pm—9:30pm

Where: Sturbridge Town Common

Featuring: The Glenwood Mills Band with Mark Chevalier & Maggie the Clown

Food: Publick House, The Fudge Lady, Brimfield Winery and Cider Barn, Meadow Stone Farm, Just A Nibble, and more!



EVERY SUNDAY ON THE TOWN COMMON!

June 9th through October 6th from 9AM – 1PM

2019 FEATURED VENDORS

Abundance Family Farm	Echo Farm	Meadow Stone Farm	Taproot Threads*
Agronomy Farm Vineyard*	Elizabeth's Custom Bakes	Melissa Flaherty Cakes*	The Fudge Lady
Angels Gathering	Elzire's Acre Goat Milk Soap	Moments to Remember*	Thompson's Maple Farm
Aunte Kathy's Kitchen*	Free Living Farm	Mustard Seed Microfarm	Turnabout Farm*
B-Organic	Fresh Flours Bread Co.	Organnie's	Twiddle T's Pottery*
Bay State Beer*	Giacomo's Gourmet Foods	Ragged Hill Cider*	Walnut Lane Farm
Bee Mindful Skincare	Hei Hei Rock Hill Farm*	Rainbow Kids	Warriors Workbench*
Bee Wear*	Hillcrest Apiary	Revive Coffee Roasters	Wicked Uniquities & Nature's Gallery
Brimfield Botanicals	Hop Hollow	River Rock Farm	Window Box Farm*
Cardinal Dessert	Hunt Road Berry Farm	Shady Pine Farm	Yukon Kettle Corn
Chiveflower Designs	JoHa Designs*	Sturbridge Coffee Roasters*	
Crust Bakeshop	Just a Nibble	Sturbridge Fudge Company*	<i>*New This Year!</i>

Follow us on instagram @SturbridgeFarmersMkt & facebook.com/sturbridgefarmersmkt

Sturbridge Tourist Association - Funding Application

* Required

1. Email address *

2. Name

3. Organization

4. Phone Number

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

Check all that apply.

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

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

Check all that apply.

☐ I acknowledge and understand the above statement.

Funding Information

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

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

8. Funding amount requested *

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

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

11. How will this proposal support economic development and tourism in Sturbridge? *

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

13. Are you expecting to make any revenues from this project? **Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Maybe

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

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

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

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

18. If the project is drawing a majority of its patrons from less than 50 miles (i.e. not a "visitor" by MOTT's definition), please explain how it supports economic development and tourism in Sturbridge. *

19. Is there anything else that you feel is important for the STA to consider for 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.

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

Check all that apply.

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

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

Powered by



Page
Break



April 1, 2019

Kevin Filchak
Sturbridge Tourist Association
C/O Town of Sturbridge
308 Main St.
Sturbridge, MA 01566-2300

Dear Kevin:

We are writing to seek your support for the 14th annual Tastes of the Valley feast and fundraiser, to be held on August 25, 2019 at The Publick House Historic Inn, Sturbridge, MA. We hope you will consider becoming a sponsor.

Tastes of the Valley is our signature fundraising event. It showcases the talents of local farms and orchards by pairing products grown, raised and created in the 35 towns of The Last Green Valley National Heritage Corridor with a variety of top-notch, local restaurant chefs. This year we are proud to present a new twist on our popular event – a gourmet, multi-course, sit-down dinner featuring special guest “Farmers at your Table.”

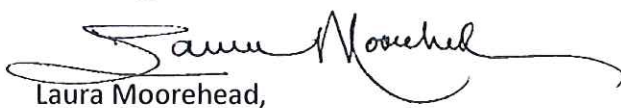
Participation as a sponsor provides your business with the opportunity for exposure to over 200 attendees, local chefs, area farms and beverage crafters. Sponsorship packages, as listed on the enclosed brochure, include recognition in the program booklet and at the event, plus publicity on the TLGV website, Facebook page and in the TLGV annual report. Sponsorship levels begin at \$300, and receive a set number of free tickets to Tastes of The Valley.

If we receive your sponsorship commitment by June 13, we will also be able to recognize your business on the printed invitations. Sponsorships received after that date will be recognized as outlined above and in the enclosed sponsorship brochure.

The Last Green Valley National Heritage Corridor is a bi-state National Heritage Corridor – the last stretch of dark night sky in the coastal sprawl between Boston and Washington, D.C. This relatively undeveloped rural island in the midst of the most urbanized region in the nation makes it a resource of local, regional, and national importance. Together we can care for, enjoy, and pass it on to the next generation.

Thank you very much for your consideration. Please let us know if you have any questions, and we hope your business will help sponsor this year's Taste of the Valley Event.

Sincerely,


Laura Moorehead,
Tastes of the Valley Co-Chair


LyAnn Graff,
Tastes of the Valley Sponsor Coordinator
Lyann@tlgv.org