



STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

REGULAR MEETING AGENDA

6/12/2019 – 6PM – CENTER OFFICE BUILDING, LARGE CONFERENCE ROOM

Revised Agenda – revised on 06/10/2019 at 11:30am.

1. Call to Order
2. Review of Previous Minutes – 22 May 2019
3. Treasurers Report
4. New Business
 - a. Chamber of Commerce – Funding Application – Second Review
 - i. GeoFest
 - ii. Harvest Festival
 - b. End of Year Budget Considerations
5. Old Business
 - a. RFP Discussion
 - b. Business Recognition Program – Update
6. EDTC Update
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.

Page Break



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STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

REGULAR MEETING MINUTES – 05/22/2019

MEMBERS PRESENT

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

STAFF PRESENT

Kevin Filchak (KF), Economic Development and Tourism Coordinator

MINUTES

1. Call to Order – BA called the meeting to order at 6:01pm
2. Review of Previous Minutes – 17 April 2019 – **TC MOVED to approve** [the minutes] **as printed. BA seconded (3-0-1).** JA abstained as he was absent from the previous meeting.
3. Treasurers Report – KF provided update noting that he had omitted from the budget the \$3,000 Pintastic line item approved at the December meeting; KF checked and that was only error. He noted that though money had been over allocated, it should not adversely affect the budget as the allocated funds are not always completely spent. JA asked about Tourism line item and KF gave basic overview. BA asked that KF look into the purpose of the Tourism line item again and provide explanation. General discussion on flagging on Route 20. KF also noted that there is a discrepancy with the Grant Report from the Town Accountant. BA noted that TC and KF had a productive meeting with Finance Committee. JA asked questions about allocations leading to a lengthy discussion on the budget. BA asked if the Special Events Committee would be spending their allocation, KF said he anticipated they would. NS asked if the SEC could work with the Cedar Lake Boat Association, KF said it was possible. KF also noted that there was also a small discrepancy in the Grant and Special Revenue reconciliation, but that the budget reconciliation was correct; he is working with Town Accountant to identify the discrepancy. **BA MOVED to accept report as written, TC seconded. APPROVED. 4-0.**
4. New Business
 - a. Funding Request - Chamber of Central MA South – First Meeting

- i. GeoFest – BA gave overview of the event. BA asked when the event is being held, KF explained that it appears that the Chamber is asking for the money in advance of their 2020 event to pay for marketing and gear. General discussion on the timeframe for ordering items for events in advance of a fiscal year. JA asked about the Chamber's \$1800 - \$2000 of revenues that they are receiving. TC noted that two of GeoFest's events for this year are being held outside of Sturbridge, events that were previously held at Sturbridge businesses. BA question how it was known how many people are staying for the event. General discussion on overnight stays. TC suggested that the Chamber be brought in for additional discussions on data for the 2019 event. KF will inquire about a breakdown for the \$4,300 request, and an explanation of data for overnight stays at the event. General discussion on events. JA asked if for events where the STA is providing a majority of the funding, does the STA provide require budget. KF said no but the new application being reviewed later in the evening would require that. Members reviewed GeoFest's budget. TC noted that the Chamber, based on the budget, appears that they are operating at a loss. General questions about the budget leading to members asking that the Chamber better define their budget. General discussion about how to support any event over a period of years, raising questions amongst members of sponsoring nonprofit organizations for purposes of fundraising. KF summarized questions for Chamber; TC asked that the Chamber also provide a summary of where the participants are coming from.
- ii. Harvest Festival – BA provided summary and noted the budget and the chamber's potential for a second sponsor. BA asked who the potential second sponsor is. TC asked about the 10% out of state participants and the overnight stays generated from that. Members questioned whether vendors and/or participants utilize the hotels. TC noted the loss from the festival of the taste of Sturbridge. BA noted that if this should draw patrons from outside of the region, it should be marketed. JA asked for the difference between generating positive events for the community versus supporting fundraisers. Members reviewed the budget supplied. TC noted that the Chamber does not note the STA's annual contributions to them in their annual report or their budgets. General discussion on the value of the event. BA discussed potential ways to get feedback from hotels regarding STA ad campaigns that support events such as this, KF supported the idea and the members discussed how that could work and the value of the data. JA suggested that the STA should consider reducing funding year after year, regardless of the data received from hotels. TC asked how should the STA define that level of support year on year. JA asked if there was a percentage drop and how the funding could occur. TC suggested that there should be hotel room data that should use to determine funding levels. KF noted that some of that data is being suggested for the application update. JA

noted that STA won't have that data from the harvest fest, suggested that for events like this event organizers use intent to stay instead. General discussion on Chamber marketing. KF reviewed questions; JA asked if trend lines could be provided for several years for harvest fest.

iii. Post Event Evaluations (GeoFest, Harvest Festival & Fall Marketing) – No discussion.

- b. Funding Request - IAATO – First Meeting – KF provided background for the group. Members questioned value of sponsoring a conference, noting that it is not an open to the public and are concerned that it is not going to provide a value to the town. TC noted that the only thing that may be able to be funded would be speaker, but otherwise was not keen to support the event. **TC MOVED to not invite IAATO as the event is a closed event as it doesn't fit the funding profile. BA seconded. APPROVED (4-0).**
- c. Discussion of Branding and Marketing RFP's – KF explained the reasoning for the posting and then removal of RFP's. General discussion on Chapter 30B and posting requirements and quote solicitation. JA spoke about different ways to solicit quotes. NS supported the idea. Extensive discussion on how best to post and solicit quotes and/or RFPs. **BA MOVED To transfer \$100 from Community Support to Marketing to properly post the RFP, JA seconded. APPROVED (4-0). TC MOVED to authorize KF and BA to develop and post the RFP. BA seconded APPROVED (4-0).** JA asked about timeframe leading to general discussion.
- d. Discussion on Business Recognition Program – KF provided broad overview of the program. JA asked about how job creation might tie in with tourism and if that falls under their mandate. He moved on to say that this type of award is usually managed by the Chamber. General discussion on how to award to various industries. TC asked about funding leading to general question of funding non-tourist businesses. General discussion on how to fund the event and possibly seeking Board of Selectmen support at a special town meeting to help fund the program. TC discussed categories for awards and JA suggested various options for consideration such as restaurant and food, entrepreneur, business concept, employer of the year, suggested looking at other chambers. KF will report back in June following conversations with BoS.

5. Old Business

- a. Visitsturbridge.org domain renewal – **TC MOVED to allocate \$93.44 out of Marketing for the purpose of domain renewal. NS seconded. APPROVED. 4-0.**

- b. STA Application Revisions – KF gave overview. TC raised question about terminology, and how this event might be open to the public. KF said the question can be added, TC suggested adding this to question 12 and how will this engage the public. General discussion on that question and adding language to bring people. Consensus to make edits and upload. TC suggested the addition that within 60 days the follow up report. JA suggested not having any punitive actions in the application if the report is not provided.
6. EDTC Report – KF provided thorough updated. TC asked question about Pilot station leading to general discussion. Members had a discussion on the STR report. TC asked about Brimfield Fair leading to general discussion on fair. JA asked about STA's sponsorship of the concerts on the commons.
7. Correspondence
8. Adjourn – Next meeting June 12th. **BA MOVED to adjourn the meeting at 8:15. JA seconded. APPROVED (4-0).**

Page Break

Sturbridge Tourist Association | Fiscal Year 2019 Budget

| Account | Account # | Original Total | Revenue Adjustments | Revised Total | Expenditure | Current Total Balance |
|---------------------------|-------------|----------------|---------------------|---------------|--------------|-----------------------|
| Community Support | 24400 56552 | \$36,024.88 | \$11,800.00 | \$47,824.88 | \$45,767.94 | \$2,056.94 |
| Marketing and Advertising | 24400 56551 | \$109,332.60 | -\$11,800.00 | \$97,532.60 | \$86,341.50 | \$11,191.10 |
| EDTC | 24400 51130 | \$36,863.52 | \$0.00 | \$36,863.52 | \$32,762.55 | \$4,100.97 |
| 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 | \$173,066.99 | \$29,294.01 |

EDTC Update

[illegible]

| Community Support Allocations | |
|-------------------------------|-------------|
| Total Allocated | \$51,370.95 |
| Spent | \$45,767.94 |
| Remaining Allocated | \$5,603.01 |
| Remaining Unallocated | -\$3,546.07 |
| Un-Used Funding | \$3,558.05 |
| Total Available Funds | \$11.98 |

| |
|--------------|
| Spent |
| 96% |
| Allocated |
| 107% |
| Un-Allocated |
| -7% |

| Item | Allocated | Spent | Remaining | Date Approved |
|------------------------------------|-------------|-------------|------------|---------------|
| Concerts on the Commons | \$2,500.00 | \$2,500.00 | \$0.00 | 2/21/2018 |
| Jaguar Association of New England | \$4,200.00 | \$2,853.20 | \$1,346.80 | 3/14/2018 |
| New England Shake Up | \$5,907.00 | \$5,323.00 | \$584.00 | 5/30/2018 |
| Hamilton Rod and Gun Club | \$6,470.00 | \$6,390.00 | \$80.00 | 5/30/2018 |
| Harvest Festival | \$4,450.00 | \$4,450.00 | \$0.00 | 5/30/2018 |
| Geofest 2018 | \$3,230.00 | \$2,455.04 | \$774.96 | 5/30/2018 |
| Rick Hoyt Sturbridge Half Marathon | \$6,000.00 | \$4,464.94 | \$1,535.06 | 6/20/2018 |
| Transfer (from Marketing) | | | | 6/20/2018 |
| BAG Pilot Program | \$12,000.00 | \$12,000.00 | \$0.00 | 6/20/2018 |
| Sturbridge Farmers Market | \$450.00 | \$450.00 | \$0.00 | 8/15/2018 |
| MassCor | \$794.95 | \$782.76 | \$12.19 | 8/15/2018 |
| Discover Central MA Membership | \$100.00 | \$0.00 | \$100.00 | 8/15/2018 |
| Baba Sushi - Fire and Ice Event | \$500.00 | \$500.00 | \$0.00 | 9/12/2018 |
| Special Events Committee | \$1,500.00 | \$830.00 | \$670.00 | 12/12/2018 |
| STR Report | \$1,650.00 | \$1,650.00 | \$0.00 | 3/13/2019 |
| Trails Webinar | \$19.00 | \$19.00 | \$0.00 | 3/13/2019 |
| Working Dog Show | \$1,000.00 | \$1,000.00 | \$0.00 | 4/17/2019 |
| 1775 Colonial Drill and Muster | \$500.00 | \$0.00 | \$500.00 | 4/17/2019 |
| TRANSFER TO MARKETING (\$100) | | \$0.00 | \$0.00 | 4/17/2019 |
| American Trails Membership | \$100.00 | \$100.00 | \$0.00 | 4/17/2019 |
| TRANSFER TO MARKETING (\$100) | | \$0.00 | \$0.00 | 5/22/2019 |
| | | \$0.00 | \$0.00 | |
| | | \$0.00 | \$0.00 | |
| | | \$0.00 | \$0.00 | |
| | | \$0.00 | \$0.00 | |
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| | | \$0.00 | \$0.00 | |
| | | \$0.00 | \$0.00 | |
| | | \$0.00 | \$0.00 | |
| | | \$0.00 | \$0.00 | |
| | | \$0.00 | \$0.00 | |
| | | \$0.00 | \$0.00 | |

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 | 94% | 33% | 36% | |
| August | 96% | 33% | 36% | |
| September | 97% | 33% | 36% | |
| October | 97% | 35% | 41% | |
| November | 101% | 36% | 56% | |
| December | 101% | 36% | 56% | |
| January | 101% | 73% | 56% | |
| February | 101% | 88% | 73% | |
| March | 104% | 97% | 73% | |
| April | 107% | 97% | 73% | |
| May | 107% | 98% | 92% | |
| June | | 98% | 98% | |
| Marketing | FY2019 | FY2018 | FY2017 | FY2016 |
| July | 81% | 54% | 30% | |
| August | 83% | 55% | 30% | |
| September | 83% | 62% | 43% | |
| October | 83% | 72% | 50% | |
| November | 87% | 82% | 53% | |
| December | 87% | 82% | 53% | |
| January | 89% | 93% | 62% | |
| February | 97% | 99% | 65% | |
| March | 104% | 81% | 95% | |
| April | 105% | 93% | 95% | |
| May | 105% | 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 | 68% | 15% | 9% | |
| November | 84% | 27% | 21% | |
| December | 85% | 28% | 21% | |
| January | 85% | 28% | 27% | |
| February | 85% | 60% | 37% | |
| March | 87% | 79% | 58% | |
| April | 90% | 80% | 59% | |
| May | 95% | 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 | 72% | 60% | 32% | |
| February | 72% | 48% | 34% | |
| March | 78% | 48% | 35% | |
| April | 81% | 49% | 37% | |
| May | 84% | 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 | 32% | 85% | 91% | |
| November | 16% | 73% | 79% | |
| December | 15% | 72% | 79% | |
| January | 15% | 72% | 73% | |
| February | 15% | 40% | 63% | |
| March | 13% | 21% | 42% | |
| April | 10% | 20% | 41% | |
| May | 5% | 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 | 28% | 40% | 68% | |
| February | 28% | 52% | 66% | |
| March | 22% | 52% | 65% | |
| April | 19% | 51% | 63% | |
| May | 16% | 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 | \$47,824.88 |
| Spent | \$45,767.94 |
| Revised Total | \$2,056.94 |

| Date | Item | Expenditure | Details |
|------------|------------------------------------|-------------|---|
| 7/1/2018 | Golden Bough Productions | \$1,000.00 | Concerts on the Commons |
| 7/1/2018 | John Lampson | \$1,500.00 | Concerts on the Commons |
| 8/20/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 8/21/2018 | JANE | \$1,533.20 | Tent Rental for JANE |
| 8/21/2018 | JANE | \$1,320.00 | Tent Rental for JANE |
| 8/27/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 8/29/2018 | Chamber of Central MA | \$500.00 | Harvest Fest |
| 8/29/2018 | Custom Business Products | \$581.41 | GeoFest |
| 8/29/2018 | Custom Business Products | \$331.00 | GeoFest |
| 9/5/2018 | Outdoor Insurance Group, Inc. | \$5,195.00 | The Big MOE - HRGC |
| 9/10/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 9/10/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 9/19/2018 | Sturbridge Fire Dept. | \$839.52 | Team Hoyt Race Detail |
| 9/19/2018 | Sturbridge Police Dept. | \$3,625.42 | Team Hoyt Race Detail |
| 10/3/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 10/3/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 10/3/2018 | JYL Transportation | \$500.00 | Sturbridge Express Pilot Program |
| 10/15/2018 | Baba Sushi | \$500.00 | For Fire Performers |
| 10/15/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 10/22/2018 | Knight's Airport Limo Service | \$5,323.00 | New England Shake Up |
| 10/31/2018 | Hamilton Rod and Gun | \$695.00 | Volunteer Food - Big Moe |
| 10/31/2018 | Hamilton Rod and Gun | \$500.00 | Pond Restocking |
| 11/13/2018 | Custom Business Products | \$592.63 | GeoFest |
| 11/13/2018 | MassCor | \$82.76 | Polo Shirts |
| 11/13/2018 | MassCor | \$700.00 | Padfolios |
| 11/14/2018 | Antiques and Collectibles at Fort. | \$660.00 | Harvest Fest |
| 11/14/2018 | Chamber of Central MA | \$2,500.00 | Harvest Fest |
| 11/15/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 11/15/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 11/15/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 11/15/2018 | JYL Transportation | \$1,000.00 | Sturbridge Express Pilot Program |
| 11/26/2018 | JYL Transportation | \$500.00 | Sturbridge Express Pilot Program |
| 12/10/2018 | Chamber of Central MA | \$790.00 | Harvest Fest Rob Barns Portable Toilets |
| 3/25/2019 | Special Events Committee | \$600.00 | Community Bonfire |
| 4/4/2019 | STR Report | \$1,650.00 | Annual Renewal |
| 4/11/2019 | Leslie Wong | \$216.81 | Farmers Market Shed |
| 4/11/2019 | Tom Chamberland | \$19.00 | American Trails Webinar |
| 5/9/2019 | Special Events Committee | \$180.00 | Slims Portable Toilets - Bonfire |
| 5/20/2019 | Chamber of Central MA | \$950.00 | GeoFest |
| 5/29/2019 | Working Dog Show | \$1,000.00 | Bleacher Rental |
| 6/10/2019 | Globe Sign Company | \$50.00 | Special Events Committee - Farmers Market Chamber S |
| 6/10/2019 | Angelas Imprints | \$233.19 | Farmers Market Tablecloth |
| 6/11/2019 | American Trails | \$100.00 | Membership |
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| EDTC Salary - 51130 | |
|---------------------|-------------|
| Original Total | \$36,863.52 |
| Spent | \$32,762.55 |
| Revised Total | \$4,100.97 |

| 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 | |
| 4/30/2019 | April | \$6,259.68 | |
| 5/31/2019 | 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.

Budget Reconciliation

| | |
|------------------------|--------------------------------|
| Department | Sturbridge Tourist Association |
| Month | May |
| Balance Agree | |
| Balance Does Not Agree | X |


Explanation of Variance:

The STA transferred in April and again in May the total sum of \$200 from Community Support to Marketing. So my totals are \$200 positive in Marketing (\$16,647.11) and \$200 negative in Community Support.

However in Community Support there is a \$45 difference I cannot explain. The numbers should be \$3,440.13, but the number in the reconciliation is \$3,595.13. Now \$155 of that can be explained by the transfers, but the remaining \$45 should not be there. I double checked and my expenses match with the budget breakdown printed for me.

I have no explanation apart from a technical error for this \$45 discrepancy.

Please contact me with questions.



Kevin Filchak, M.P.A.

Department Head



6 June 2019

Date

06/04/2019 10:41
1655cger

TOWN OF STURBRIDGE
STA MAY 2019

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glytdbud

FOR 2019 11

| 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 | 32,762.55 | .00 | 4,100.97 | 88.9% |
| 24400 56551 | MARKETING/ADVERTISI | 109,333 | -12,000 | 97,333 | 80,885.48 | .00 | 16,447.12 | 83.1% |
| 24400 56552 | COMMUNITY SUPPORT | 36,025 | 12,000 | 48,025 | 44,429.75 | .00 | 3,595.13 | 92.5% |
| 24400 58618 | TOURISM IMPROVEMENT | 0 | 20,140 | 20,140 | 16,577.31 | .00 | 3,563.00 | 82.3% |
| | TOTAL STURBRIDGE TOURIST ASSN | 182,221 | 20,140 | 202,361 | 174,655.09 | .00 | 27,706.22 | 86.3% |
| | TOTAL STURBRIDGE TOURIST ASSN | 182,221 | 20,140 | 202,361 | 174,655.09 | .00 | 27,706.22 | 86.3% |
| | TOTAL EXPENSES | 182,221 | 20,140 | 202,361 | 174,655.09 | .00 | 27,706.22 | |

Page 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 |

Page Break



Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A. 

Date: 11 June 2019

To: Sturbridge Tourist Association

Subject: Cover Memo – Chamber of Commerce Applications – GeoFest / Harvest Festival

Overview

As requested, I contacted the Chamber of Commerce and asked for additional information regarding their applications. On the following pages are their responses as well as their initial applications.

In brief, their responses did not yield any significant data of the sort that the STA had requested. According to the Chamber it is difficult to capture much of the attendance and overnight data that had been asked. For the GeoFest the Chamber has some idea as to where patrons are coming from, citing different states where participants are originating. However data on those participants who may be staying in hotels or how many appear at the event is absent. Some of that may be related to the nature of geocaching events being more informal, and I would defer to Ms. McNitt for more information on that. For the Harvest Festival, the only data point that is provided is a “random survey” from 2010 that, in my opinion, does not provide any reliable analytical figures from which to base the claim of 10% overnight stays. There is no data provided regarding revenues generated from the event and/or attendance.

With respect to budget, little additional information is provided. In both instances, the Chamber points to labor costs as factors, specifically the value of volunteer time. If those volunteer costs are discounted, and only real costs are considered, then the GeoFest ran a deficit of approximately \$733.58 in 2018, and the Harvest Festival made a \$9,747.81 profit in 2018.

Based on the information that is provided, it may be appropriate to recommend in forthcoming years that the Chamber solicit alternate sources of funding to support these events as the STA gradually decreases its support. Given recent discussions the STA has had to decrease funding for annual events as they become more sustainable, such a motion would be appropriate if adequate notice were given for the Chamber to plan.

Suggested Motions

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

MOVE to approve \$4,300 from the FY 2020 Community Support line item to support the 2020 C-Mass GeoFest.

MOVE to approve \$7,760 from the FY 2020 Community Support line item to support the 2019 Harvest Festival.

C-MASS GEOFEST

Is there a more clear breakdown of the budget? It looks like you're operating at a loss. You were provided a complete, itemized income and expense worksheet. You are correct that if you factor all the staff and volunteer time into the event, it operates at a loss. However, we have been building this event over the last few years. We have over 2,000 caches in a 20 mile radius of Sturbridge – a cache finder's dream. New, and sometimes very elaborate, caches are added all the time. Check out this new gadget cache that people are talking about:



We are trying to turn the event into a mega event, with logged attendance of 500 people at the main event. If the weather cooperates this July 20, we stand a very good chance of reaching this goal and in subsequent years have much greater support from geocaching.com to drive attendees. We have 242 logged visits to our geocaching.com main event page, nearly all of whom are expressing they are looking forward to joining us. Most of these travel with at least one other person. On our Geofest website, so far we have many people indicating they'll be joining us from MA, CT and RI, but we also have several from NH, a couple from VT, one each ME, NJ, MD and CA. Three from NY and five from NJ. Finally, one from Puerto Rico and another from Osio, Sotto, Italy.

What do you have on overnight stay data for this event? We do not have a mechanism for capturing overnight stay data by events. We do have anecdotal data from discussions with participants at the events and can extrapolate to some degree that people attending from states as far as NY, NJ, PA, FL and even closer may be staying over.

Harvest Festival

Where does the 10% of overnight stays come from? A random survey taken of attendees at the Harvest Festival in 2010 indicated:

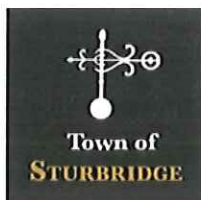
- 27% from Sturbridge
- 32% from abutting communities
- 41% from greater MA or beyond
- Of that 41%, 6% from out of state

Keep in mind tourism marketing would be coming to a flourishing end of the season at this time, with the Harvest Festival traditionally positioned as your last chance for a crafty, autumn leaves, weekend before the snow flies.

What can you tell us about the other possible sponsors? There are not any businesses in the immediate area that would have an interest in sponsoring the Harvest Festival. It would have to be a business/entity with a deeper pocket and larger reach. We approached Polar Beverages, who declined saying they were too deep in with the new Polar Park, and we learned subsequently they launched their new alcoholic beverage line. Secondly, I was introduced to the new Director of Worcester Operations for the Worcester Red Sox, and he is entertaining doing a sponsorship, but is unsure if they will be ready to be very public this year. Not looking likely at this point. Lastly, an account executive from Penta Communications reached out to me about sponsorship opportunities in our area for a client of theirs that wanted to reach people in our region. I gave them several options, including the Harvest Festival, including different stipulations for the various options, and then never heard from them again. I never learned who the business was, despite reaching back to them a couple of times.

Can you offer more budget details? Again, you were provided a complete, itemize income and expense worksheet for the event. I can elaborate on what is behind the numbers a little more, I suppose. If you compare the full expenses without labor to the previous year you'd find the cost in 2018 \$170 less than the prior year, pretty flat. Staff time expense went up over the prior year yet volunteer time went down, for a net value of less labor expense over the prior year. Income compared to the prior year was down \$1300. Two factors are the reasons for the lesser income. First, the Harvest Festival in 2017 had 2 spectacular autumn days, very sunny and hot. We sold soda and water like crazy; almost twice as much as in 2018. Secondly, we had 6 fewer vendors in 2018 than in 2017.

Do you have any trendline data on attendance or revenue generation? No, we don't have any way to capture this. As with the Geofest, we promote it both locally and to all our tourism outlets we have access to and/or resources to apply. Because it is a rain or shine event, it carries some inherent risks. For instance, we hardly sold any soda or water on the Saturday of the 2018 Harvest Festival because it was wet and cold. The next day, though, the weather was great and vendors, including us, balanced out on sales by the end of the weekend. Many vendors stay 1 or 2 nights, and they eat in the restaurants on the way in and out of town, as do many of the locals.



TOWN OF STURBRIDGE

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

Date: 20 May 2019

To: Sturbridge Tourist Association

Subject: Chamber of Central MA South – GeoFest & Harvest Fest Applications; Post Event Evaluations

OVERVIEW

The Chamber of Commerce (CCMS) is requesting STA support for two events in FY 2020: the GeoFest and the Harvest Festival. In addition, CCMS has provided post-event evaluations for the previous year's event as well as their evaluation of the fall 2019 marketing campaign the STA funded. It was noted in an email directly to the EDTC that the Chamber would not pursue their usual marketing request as the STA is currently pursuing a branding/marketing study.

Below is a breakdown of the Chamber's request for their GeoFest and Harvest Festival.

GEOFEST

The Chamber is requesting \$4,300 to support their sixth¹ annual C-Mass GeoFest, a five day (7/15 – 7/19) family friendly event that brings visitors from many states in the northeast and beyond. At this time the July event has 200 people signed up to participate. The event will take place across the town and surrounding communities but the main event will take place at the Westville Dam area. A schedule of events has been attached to their application along with their 2018 Budget.

The event will receive funding from food trucks and from sale of beverages. The Chamber anticipates making roughly \$1,800 - \$2,000 from the event, though it is not entirely clear where the money will be going.

Given that this event has been funded by the STA for several years, and the Chamber is making money off of this event, I would recommend that the STA consider reducing their funding for this event going forward, similar to what they have done for other similar events.

HARVEST FESTIVAL

The Chamber is seeking \$7,760 in funding for their 30th Annual Harvest Festival this October 19th and 20th. The event will feature live entertainment, food trucks, vendors, and more. It is used as

¹ They reference it being their fifth elsewhere. Unclear.

an annual fundraiser for the Chamber of Commerce. Their 2018 budget is attached to this application.

Of note this year, the Chamber is soliciting a second sponsor for the event beyond the STA's usual support. There has been little interest but the Chamber has said that if they secure a second vendor they will reduce their ask from the STA by \$5,000.

This event is an important annual event for the Town. That said, given that the Chamber is making revenue from this event, the STA should inquire more about this aspect of the finances as they consider funding this event. Furthermore, the STA should investigate the overall financial impact on the community, specifically how it impacts hotels, restaurants and merchants not participating in the festival.

SUGGESTED MOTION

If it is the prerogative of the STA to invite the Chamber to its next meeting, it is recommended that the STA ask that the Chamber provide the following information:

- An explanation of where revenues collected from the GeoFest will go;
- A status update on securing additional sponsorship for the Harvest Festival;
- An explanation of the financial impact of the Harvest Festival (i.e. hotel rooms are referenced in the application, estimate on the number of rooms sold for the event).

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

MOVE to invite the Chamber of Central MA South to the next meeting of the STA to discuss their applications for GeoFest and the Harvest Festival.

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 *

alexandra_mcnitt@cmschamber.org

Contact Person (name & title) *

Alix McNitt, Executive Director

Contact Person Phone Number *

508-347-2761

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 *

Chamber of Central Mass South

Address

46 Hall Rd., Sturbridge

Website and Social Media pages (please include links)

cmschamber.org, sturbridgetownships.com, <https://www.facebook.com/sturbridgetownships/>,
<https://www.facebook.com/cmschamber/>, <https://www.facebook.com/CMassGeofest/>

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 *

\$4300

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

This will be the sixth annual C-MASS GEOFEST. It is a family friendly 5-day festival. Last year's festival had visitors from MA, CT, RI, NH, ME, NJ, NY, PA and FL. The 2019 Geofest is 2 months away but we already have over 200 people logging in that they'll be attending and most of those will have at least one other person with them. Even if geocachers cannot make it during the festival, they know Sturbridge is a geocachers haven with over 1,000 caches in the immediate area. Many of the participants stay several nights, and eat in our restaurants and spend money in our shops. Producing this event without STA support would not be possible.

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

See above.

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

Yes. At the main event, we will have a food truck and ice cream truck and they'll each pay the Chamber \$50. We'll sell beverages at the event for \$1 each and split the proceeds with the local Scouts. We also sell the t-shirts, geocoins, pathtags and swag to participants.

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

Yes, we anticipate making roughly \$1800-2000 not including staff salaries

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

Many of the geocachers that participate come year after year, and they help promote this event at other geocaching events around the country. There are many geocachers among retirees, and every year we have couples tell us they altered their travel plans to attend this festival.

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?

C-MASS GEOFEST

Where will the event be held?

The main event will be at the Westville Dam at the pavillions and ballfield

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

<http://www.c-massgeofest.org/>, <https://www.facebook.com/CMassGeofest/>

Please add the start date for the event.

MM DD YYYY

07 / 15 / 2020

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

MM DD YYYY

07 / 19 / 2020

Please add the start time for the event.

Time

: AM ▼

Please add the end time for the event.

Time

: AM ▼

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

☒ Yes

☐ No

Is this an annual event?

☒ Yes

☐ No

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

Yes. The best way to reach cachers is through geocaching.com. Each of the events during our festival will be listed there. We also use our facebook page, database of visitors, Discover Central Mass, eventbrite and more

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

A schedule of activities for the 2019 geofest will be sent to Kevin with this request to give you a better idea of what we do. The activites themselves will change to keep things fresh, but generally similar

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



SCHEDULE

Wednesday, August 15

Thursday, August 16

Friday, August 17

Saturday, August 18

Trivia Night at Teddy G's, 8-10 pm

Canvas Painting at Brush It Off Paint & Sip, 6-8 pm

I Scream, You Scream at Westview Farms, 2-4 pm

Night Caching in the Brimfield Forest, 8-8:30 pm

MAIN EVENT – Westville Dam Pavilions & Ballfield, 12-5pm

Registration 12 – 5

Westville Caching 12 – 5

Kids Activities 12 – 4

Ammo Can Toss 12 – 4

1st Scouting Geocaching Badge Class at 12:30

Group Photo 1:00

Hands on Geocaching at 1:30

2nd Scouting Geocaching Badge Class at 2:30

GSAK at 2:30

Reviewers Q&A at 3:30

Raffles, 50/50.... at 4:00 (must be present to win)

Kayak Cache Flotilla on Long Pond at 9:00-9:30 am

See You in '18 Send-Off at Rapscaillon, 2-4 pm

Sunday, August 19

www.c-massgeofest.org

Sponsored by





Schedule of Events

| | |
|-----------------------|--|
| Wed., July 17 | Music Bingo at Mexicali Mexican Grill 7-9 pm Like regular bingo but instead of numbers you match musical cues on a card |
| Thur., July 18 | Canvas Painting with Brush It Off at the Publick House 6-8 pm ***We'll paint an 11"x14" canvas, subject to be determined, \$25 pp |
| Fri., July 19 | I Scream for Ice Cream at Westview Farm 2-4 pm Enjoy some of the creamiest ice cream on the planet while watching baby goats frolic on the hilltop |
| Society 8 pm | Bonfire and the History of the Apollo Mission with the Aldrich Astronomical Society |
| Astronomical Society, | Celebrate the 50 th Anniversary of the Moon Landing with the Aldrich stories about the Apollo program, and rocket launching with the kids |
| Sat., July 20 | Main Event at Westville Dam Registration 12 – 5 Vendors: Space Coast, JB's Mobile Café and Suzy Q's Ice Cream 12-5 Westville Caching 12 – 5 Kids Activities 12 – 4 Ammo Can Toss 12 - 4 1st Scouting Geocaching Badge Class with Scout338 at 12:30 Group Photo 1:00 Hands on Geocaching with 4Swans at 1:30 Build Your Own Birdhouse Class at 2:30 2nd Scouting Geocaching Badge Class with Scout338 at 2:30 ***History and Tour of the Westville Dam at 3:30 Raffles, 50/50.... at 4:00 |
| Sun., July 21 | Flotilla on Lake Siog up Quinebaug River Trail with Cider and Donut Launch at 9 am |
| no portages, | This nationally designated National Recreational Trail is a flat-water course with approximately 5 miles in length, and several caches to pick up along the way. Send-Off at Rapsallion Brewery 2-4 Enjoy a craft brew as we bring the C-MASS GEOFEST to a close for 2019 |

*** indicates details have not been fully finalized

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 *

alexandra_mcnitt@cmschamber.org

Organization Name: *

Chamber of Central Mass South

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

Alix McNitt, Executive Director, 508-347-2761

Name of project or event *

2018 C-MASS GEOFEST

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

August 15-19, 2018

Total funds requested by applicant *

\$4300.00

Total funds allocated by STA *

\$4300.00

Total funds spent by applicant *

\$4051.48 in STA funds, \$4972.47 without staff or volunteer time factored in

Have all the bills been paid? *

☒ Yes

☐ No

Briefly describe your project or event

The 2018 C-MASS GEOFEST was our 4th annual geocaching festival. Held over 5 days with 7 events in and around Sturbridge. The main event was held on the Sturbridge side of the Westville Dam and attracted participants from MA, CT, RI, NH, NJ, NY, PA, FL and ME.

How was the STA funding intended to help your project?

The funds were used for promotional purposes and geocaching related swag. It would not be possible to produce this festival without this sponsorship.

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

Part of holding this sort of event is keeping a participant log of attendees at each event. We saw modest increases in participation of the satellite events. We had a slight decrease in attendees for the main event, though that was not surprising as the forecast for the day was heavy rain. Happily, the rain held off that day until 3:30 when the skies opened up on us.

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

No, it went very well, and using Westville as the new main event location was a big hit. We are excited to return there in July of 2019.

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

Fine. Can't think of anything.

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

Not at this time

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

☒ Yes

☐ No

☐ Maybe

2018 C-MASS GEOFEST Financials

Income

| | |
|-------------------|---------------------|
| \$910.00 | STA Oakcoins |
| \$387.00 | STA Pathtags |
| \$800.00 | STA T-shirts |
| \$46.00 | STA Cache Cards |
| \$788.48 | STA Swag Bags |
| \$275.00 | STA Frisbees |
| \$200.00 | STA Koozies |
| \$245.00 | STA Golf Pencils |
| \$400.00 | STA Website Updates |
| \$1,021.91 | Online Sales |
| \$1,175.50 | Event Sales |
| \$6,248.89 | TOTAL |

Expense

| | |
|-------------------|---|
| \$954.50 | Oakcoins |
| \$387.00 | Pathtags |
| \$953.03 | T-shirts |
| \$46.50 | Cache Cards |
| \$150.00 | Logo Design Update |
| \$100.00 | T-shirt Design |
| \$788.48 | Swag Bags |
| \$281.68 | Frisbees |
| \$230.29 | Koozies |
| \$245.06 | Golf Pencils |
| \$400.00 | Website Updates |
| \$15.99 | Geofest Domain |
| \$59.88 | Mobile Site Hosting |
| \$140.00 | Westville Fees/Permits |
| \$220.06 | Signage & Event Materials |
| \$4,972.47 | TOTAL W/O Staff & Volunteers |

| | |
|-------------------|----------------------------------|
| \$2,010.00 | Staff Time |
| <u>\$5,481.18</u> | Volunteer Value* |
| \$7,491.18 | Staff and Volunteer Value |

*Based on the National average of \$25.43 as published by the Independent Sector; MA average is \$32.15

Page Break

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 *

alexandra_mcnitt@cmschamber.org

Contact Person (name & title) *

Alix McNitt, Executive Director

Contact Person Phone Number *

5083472761

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 *

Chamber of Central Mass South

Address

46 Hall Rd., Sturbridge

Website and Social Media pages (please include links)

cmschamber.org, sturbridgetownships.com, <https://www.facebook.com/cmschamber/>,
<https://www.facebook.com/sturbridgetownships/>, <https://www.facebook.com/CMassGeofest/>

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 *

\$7760 specifically, \$2000 for 3 bands, \$1000 for 2 magic acts, \$800 for portapotties and sinks, \$660 for tent, tables and chairs, and \$3300 in advertising (\$2400 T&G bundle, \$400 Sturbridge Times, \$300 Out Town and \$200 Hometown Shopper)

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

The produce the 30th annual Harvest Festival. This 2-day event will attract up to 10,000 people if the weather cooperates. Crowd surveys in the past indicate about 10% of participants come from out of MA. It is a hugely popular event.

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

It will generate overnight stays both from guests and some of the vendors, meals in restaurants, shoppers

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

Yes, the Chamber charges a booth fee to the vendors and food trucks. Based on a previous meeting we have been seeking a second major sponsor, but thus far there have been no takers. The only other viable possible sponsor has been asked, but no commitment has been made. Should they agree to sponsoring, we would reduce our request here by \$5000

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

Yes, the primary reason we produce this event is as a vital fundraiser for the Chamber to support operations.

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

You know this event pretty well

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?

Harvest festival

Where will the event be held?

Sturbridge Town Common

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

sturbridgetownships.com, cmschamber.org and our facebook channels listed before

Please add the start date for the event.

MM DD YYYY

10 / 19 / 2019

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

MM DD YYYY

10 / 20 / 2019

Please add the start time for the event.

Time

10 : 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?

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

Not at this time

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

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 *

alexandra_mcnitt@cmschamber.org

Organization Name: *

Chamber of Central Mass South

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

Alix McNitt, Executive Director, 508-347-2761

Name of project or event *

2018 Harvest Festival

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

Oct. 13 and 14, 2018

Total funds requested by applicant *

\$7750

Total funds allocated by STA *

\$7750

Total funds spent by applicant *

\$6983 in STA funds, \$7641.49 overall without staff or volunteer time included

Have all the bills been paid? *

☒ Yes

☐ No

Briefly describe your project or event

29 Annual Harvest Festival with 3 bands, 2 magic shows, 80+/- crafters and specialty foods, and family fun

How was the STA funding intended to help your project?

To promote the event and cover the expense of rentals and entertainment

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

By attendance and vendor feedback. The first day of the festival wash freezing cold and wet but people still turned out. The second day was beautiful and attendance was higher than usual. Vendors expressed they more than made up fo traffic from the first day.

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

Yes, two things happened that need adjusting. First, due to a miscommunication with town police, we did not have detail officers as we normally would. The chief and I have already squared this for the future. There was also a change in use of the town common rules that we were not aware of that upset several neighbors. There is a meeting on May 20 with the Select Chair, Recreations, K. Filchak, neighbors and Chamber Executive Director and a Chamber Board member to rectify for the future.

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

Worked well

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

Not at this time

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

☒ Yes

☐ No

☐ Maybe

2018 Sturbridge Harvest Festival Financials

Income

| | |
|--------------------|------------------------------|
| \$500.00 | STA Band Livestock |
| \$800.00 | STA Band Nowhere Men |
| \$700.00 | STA Band the Otters |
| \$1000.00 | STA Golden Bough/Magician |
| \$790.00 | STA Toilets/Sinks |
| \$398.00 | STA Sturbridge Times |
| \$300.00 | STA Our Town |
| \$2300.00 | STA Telegram Bundle |
| \$195.00 | STA Hometown Shopper |
| \$12,170.00 | Vendors/Crafters/Food Trucks |
| <u>\$775.05</u> | Beverage Sales |
| \$19,928.05 | TOTAL |

Expense

| | |
|-------------------|---|
| \$570.00 | Band Livestock |
| \$800.00 | Band Nowhere Men |
| \$700.00 | Band The Otters |
| \$1000.00 | Golden Bough/Magician |
| \$815.00 | Toilets/Sinks |
| \$398.00 | Sturbridge Times |
| \$300.00 | Our Town |
| \$2300.00 | Telegram Bundle |
| \$195.00 | Hometown Shopper |
| \$24.18 | Signage |
| \$260.00 | Waste Management/Casella |
| \$43.87 | Miscellaneous |
| <u>\$235.44</u> | Beverages |
| \$7,641.49 | TOTAL W/O Staff & Volunteers |

| | |
|-------------------|----------------------------------|
| \$2,538.75 | Staff Time |
| <u>\$1,432.02</u> | Volunteer Value* |
| \$3,970.77 | Staff and Volunteer Value |

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Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A. *KF*

Date: 11 June 2019
To: Sturbridge Tourist Association
Subject: End of Fiscal Year Expenses

Overview

Upon review of the STA's outstanding expenses, it is my recommendation that the STA encumber the following funds:

- \$500 – Gatehouse New England (bill will not arrive until mid-July).
- \$5,285 – Trail Guides (differ to Mr. Chamberland on timeline)

All other bills should be received within the allotted timeframe. I have notified all those with outstanding remaining balances that the end of the fiscal year is forthcoming and that they should make their purchases as soon as possible (see attached).

I would ask that the STA delegate the authority to me and Mr. Amedy to encumber FY2019 funds in the event that between 12 June and 8 July a person comes forward who was allocated funds by the STA and may require an encumbrance.


Suggested Motion

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







MOVE to encumber from the FY2019 Marketing line item \$500 for the Gatehouse New England spring marketing campaign, and \$5,285 for the printing of the new Trail Guides.

MOVE to delegate the authority to encumber FY2019 funds to Kevin Filchak and Brian Amedy.

From:  **Kevin Filchak**

Tuesday, June 11, 2019 5:27:08 PM 

Subject: STA - End of Fiscal Year Reminder

Bcc:  Alix McNitt  Sturbridge Recreation  Sandra Gibson-Quigley
 Sturbridge Tourist Association  Gabe D'Annunzio  Sarah "Salli" Greene

Good Afternoon,

This message will serve as reminder that the STA's Fiscal Year is coming to a close on June 30th. All bills **MUST** be received no later than end of business on Tuesday, July 2nd (7pm). If you believe that any bill of your may come in after that time, I **must know immediately** so that I can encumber the funds to pay for your approved expenses. If I receive an invoice after July 2nd and I was not notified in time to encumber the funds, the STA will not be able to pay those invoices.

So please send me any invoices as soon as they are received. Please contact me with any questions, comments or concerns.

Thank you.

Best,
Kevin

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

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

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

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



Town of Sturbridge

Christopher Geraghty, Town Accountant

TO: All Departments and Committees

FROM: Christopher Geraghty
Town Accountant

DATE: June 4, 2019

RE: FY 2019 Year End Deadlines

End of Year Invoices

All FY 2019 invoices must be received in my office by Thursday, **July 3, 2019** at **4:00 p.m.** Please do not wait until that date, but submit invoices as you receive them. If you receive any invoices after July 3rd for FY2019 expenditures please contact me as soon as you receive them. The last day to legally pay FY2019 invoices is July 15, 2019. Please make sure you do not have any outstanding invoices for good or services previously done. This will help greatly.

Encumbrances

According to Massachusetts General Laws, Chapter 41, Section 58, all Departments and Committees must notify the Town Accountant, at the close of a fiscal year of all bills remaining unpaid.

Attached is a Year End Encumbrance Request Form. Please fill out and return it to my office by **Monday, July 8, 2019**. Invoices and/or quotes from vendors in the amount you wish to encumber must be attached in order for your request to be approved. No exceptions.

If you have any questions, please do not hesitate to contact me.

*Town Hall, 308 Main Street
Sturbridge, MA 01566*

*Telephone (508) 347-2502
Fax (508) 347-2521
E-Mail: cgeraghty@town.sturbridge.ma.us*

FY2019
YEAR END ENCUMBRANCE REQUEST

DEPARTMENT: _____

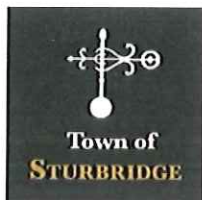
Please encumber the following: Invoices and/or Quotes are attached.

| <u>Vendor Name</u> | <u>Name and Number of Account To Be Encumbered</u> | <u>Amount</u> |
|--------------------|--|---------------|
|--------------------|--|---------------|

Department Head

Committee Members

Page Break



Town of Sturbridge

Economic Development & Tourism Coordinator



Kevin Filchak, M.P.A. 

Date: 06/10/2019
To: Jeff Bridges, Town Administrator
CC: Sturbridge Tourist Association
Subject: STA – RFP Proposal for Branding & Marketing


In your capacity as the town's Chief Procurement Officer (CPO) I am writing, in compliance with M.G.L. Chapter 30B, to notify you of the STA's intention to conduct a request for proposal (RFP) to procure services for development of a town brand and a three (3) year marketing strategy and to request a delegation of authority to do so. The STA has made this decision after viewing all available options under Chapter 30B; their reasoning is detailed below:


- Given the size of the request, it was determined that the proposals would surpass \$50,000, the maximum for procurement of three quotes.
- After careful examination between the solicitation of bids or proposals for projects over \$50,000, the STA determined that a proposal would allow the town the opportunity to select the most advantageous applicant for this project. Their reasoning is that due to the evolving nature of advertising (particularly online advertisements), the STA wanted the ability to select a proposal that may ultimately cost most, but would provide a more advantageous return on investment due to the applicants experience and qualifications.



For these reasons I am requesting that you delegate to me the authority of CPO to allow me to post and oversee the solicitation of proposals for this RFP in compliance with M.G.L. Chapter 30B.

From:  **Kevin Filchak** Tuesday, June 11, 2019 3:18:38 PM 

Subject: RFP - Sturbridge Tourist Association

To:  **Jeff Bridges**

Cc:  Brian Amedy

Attachments:  Jutification for RFP - Branding and Marketing - 06112019.pdf / Adobe Acro... 214K
 STA - RFP - Brand and Marketing - 06102019.docx / Microsoft Word Docu... 906K

Good Afternoon,

Attached you will find two items: (1) a draft RFP for a branding / marketing strategy, and (2) our letter of justification for an RFP as per M.G.L. 30B.

The STA has delegated to its chair, Brian Amedy (cc'd), and I the authority to develop this RFP. I would ask that you review the draft RFP and if you are alright with its contents, I shall (A) post on our bid page of the website, (B) post on CommBuys, and (C) within two weeks of the close of the bid post in a local publication.

Please let me know if you have questions, comments or concerns.

Thank you.

Best,
Kevin

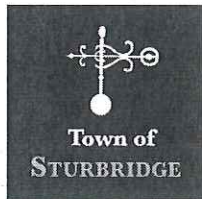
~~~~~  
Kevin Filchak, M.P.A.  
Town of Sturbridge  
Economic Development/Tourism Coordinator

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

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

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



TOWN OF STURBRIDGE

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 3 June 2019
To: Jeff Bridges, Town Administrator
CC: Sturbridge Tourist Association; Jean Bubon, Town Planner
Subject: EDTC – May 2019 Monthly Update

Below is a summary of my activities over the previous month. If you have questions regarding the contents of the report please feel free to contact me.

BUSINESS LICENSE – NEW FORMAT

To help make the process of applying for a business license easier, I worked with the Town Clerk to develop a new business license form that is clearer, cleaner and provides staff with more detailed information. Rather than being a scanned copy of a document, it is now a PDF fillable form that applicants can complete almost entirely on a computer. While the form is easier to complete and follow it does not lessen our requirements. To view the new license, please follow this link:

town.sturbridge.ma.us/sites/sturbridgema/files/uploads/business_license_-_05202019_0.pdf

CENTRAL MA REGIONAL ECON DEV COUNCIL ENGAGEMENT SESSION

On 30 May I attended Lt. Governor Karen Polito's economic development engagement session at Clark University in Worcester. The meeting was an opportunity to speak directly with the administration about where local communities want the economic development focus to be over the next four years. I participated in two sessions: (1) Community & Neighborhood Development and (2) Business Growth. During both of these sessions I raised several points that I felt were important for Sturbridge. First I raised the concerns of some of our manufacturers that lack of housing is an issue (though did confirm that we have the 40B project) and how that is hindering recruitment. Secondly, I discussed the value of supporting our regional tourism board and tourism in general, citing several figures on what Sturbridge does for the sector and how it benefits from it. Third, I noted that the community has benefited from the Economic Development Incentives Program (EDIP) which has provided us with several recent TIF's. Finally, I noted challenges with massive infrastructure projects like Route 20 and our challenges dealing with the scope of that project (dealing with state, utilities studies, expense, etc.).

CHARRETTE FOLLOW UP

Along with Ms. Bubon, we prepared a summary of the Route 15 charrette and proposed changes for the corridor. In short, the recommendation is to (1) remove the PUBD, (2) add in indoor/outdoor commercial recreational uses to the corridor, and (3) leave the rest unchanged.

To view the summary of the report please follow the link below:

CMMPO – ADVISORY COMMITTEE

On 22 May I attended the monthly meeting of the CMMPO – Advisory Committee. We discussed the 2020 Long Range Transportation Plan, the FY 20 Unified Planning Work Program and the Transportation and Climate Initiative.

DCM BOARD OF DIRECTORS MEETING

On 15 May I attended the bi-monthly Board of Directors meeting for Discover Central MA. Two items of note from that meeting are that DCM is (A) looking to recruit members, a perpetual goal, and (B) is looking to develop a grant program akin to what the STA does supporting local events, conferences, etc. I volunteered to serve on the committees that will be addressing those goals.

FARMERS MARKET

The Sturbridge Farmers Market has met several times in May as they prepare for their first market coming up on 9 June. At this time there will be forty-four vendors who will participate this summer. Currently we are working to ensure all have provided their required liability and Board of Health paperwork. The group also has recently installed a shed on the Town Common where all their equipment for the market will be stored. They have also purchased a tablecloth for the market, and are in the process of purchasing a tent for the Market Managers. Additionally the volunteers are developing a website that will be used to promote the market. Finally, on 31 May I applied on behalf of the Farmers Market for a \$1,000 grant from Farm Credit East to support the farmers market.

I do feel that we may be nearing a point where I should reduce my level of commitment to these volunteers. The volunteers are relatively self-sufficient at this point, but I still am taking on a lot of responsibilities with them. As I am part-time and my hours are limited, and as I'm trying to take on more responsibility with economic development in town, I feel it is appropriate that I reduce my commitment to the volunteers while remaining a resource to them.

I am requesting direction for what my official level of commitment to this group should be.

GOVERNOR BAKER'S "SPOTLIGHT ON HOUSING CHOICE"

On 30 May I was invited to join Governor Baker, Lt. Governor Polito and several other high ranking officials in Worcester to learn more about the administrations goals for their Housing Choice Initiative. The basic goal of this program is to reduce the approval requirements for zoning that relate to housing by reducing the approval needed at town meeting from a super majority to a simple majority thereby diminishing the barrier for developers to build new housing. This is not a mandate on localities, rather it allows that decision on whether to adopt or not at the local level. While there are other important aspects of the bill, their main argument is that this high bar for development is so prohibitive that it is hindering growth, adds to homelessness, reduces a person's sense of financial security and it will only get worse over time.

MASSACHUSETTS OFFICE OF BUSINESS DEVELOPMENT (MOBD)

On 22 May I met with Kevin Kuros, the new Regional Director for MOBD in our area. We spoke about what MOBD can do with Sturbridge and focused on the three potential TIF projects that the town has in the

cue. Mr. Kuros is excited to help us as we move forward with these proposals and is looking forward to working with us. I will be arranging a meeting with Mr. Kuros and the town in June so he can see our community and get some more detail on the potential projects.

NEWSLETTERS

I have recently published our June business and event newsletters. Links to both are found below:

www.town.sturbridge.ma.us/businesses/news/business-newsletter-june-2019

www.town.sturbridge.ma.us/visitors/news/event-newsletter-june-2019

REGIONAL ECONOMIC DEVELOPMENT MEETING

On 14 May I joined the Town Administrator and Selectman Suprenant at the Regional Economic Development Meeting hosted by CMRPC at the Berlin Cabela's. It was a good meeting as we were able to hear from the Undersecretary for the Executive Office of Housing and Economic Development. I also provided the contact information for the General Manager of Cabela's to the hosts of the BigMOE to see if there could be some future collaboration.

SIGN INVENTORY

I have continued to conduct an inventory of all commercial and industrial signs in Sturbridge. At this time Route 20 (from the intersection of 148 to the Tech Park), Route 131 and Route 15 have been inventoried. There are a few outstanding between Brimfield and 148, as well as some that were missed from the list above. However at this time I have taken several hundred photographs for this project and hope to have the pictures done by end of June. At that point we will move on to the second stage and connect the existing sign to those designs that were approved by the Design Review Committee.

SPECIAL EVENTS COMMITTEE

The SEC met on 22 May; unfortunately I had a concurrent meeting with the STA and was unable to actively participate. As I understand the committee voted to allocate a number of funds from their betterment account to the Farmers Market to purchase equipment and to develop a website. Additionally they voted to host a pre-concert family picnic on the Town Common on 20 June. Following the meeting I spoke with the Recreation Director/Committee Chair about this. We both voiced concerns that no staff would be present for this event as both of us are occupied with personal or professional commitments. It was also raised that there would be limited volunteers from the committee to support the event. Therefore I emailed the committee and notified them that it was my position that if appropriate staffing could not be secured, the event should be postponed. Based on the feedback I received from individual committee members, I cannot guarantee staffing for the event and therefore it is my position that no action be taken on this matter until the next meeting of the SEC on 12 June where further instruction can be provided.

STURBRIDGE TOURIST ASSOCIATION

On 22 May the STA met to discuss a number of items of which there were two items of note. The first was that the RFPs that the STA had posted were done so incorrectly as they did not meet all of the posting requirements in Chapter 30B. Therefore they were removed from the website. Upon discussion, the committee determined that they would repost the RFPs as one combined RFP so that they could get over the \$50,000 threshold to conduct an RFP (under \$50,000 would require three quotes). The second item was that due to an excel sheet error, the STA over allocated \$3,000 of their funds in the marketing line item. That said,

historically this is not an issue as many of our applicants do not spend their full allocation. For instance, since the STA meeting, one applicant who was allocated \$5,000 only plans to spend ~\$2,500. This should mitigate much of the concern, though if not the rest can be taken from the overtime of the EDTC.

Page Break

From:  "Connie Pion" <cpion@publichouse.com>

Sat, Jun 08, 2019 11:42:41 AM



Subject: Good morning Kevin

To:  **Kevin Filchak**

Attachments:  Attach0.html / Uploaded File

11K

I wanted to reach back out to you as it relates to potential funding for IAATO (International Association of Antarctic Tour Operators). I spoke to them Friday afternoon to see if they have given any additional thought to the possibly of making a component of their event open to the public and they have. A portion of the event with us will involve team building and one of the exercises/activities will include a pumpkin carving contest within the group that they would like to open and show the community. The contest would be relative to their industry (rules have not yet been set) and perhaps educational as well. In addition to the contest they are thinking of a brief presentation on what they do and a question and answer portion also.

Please let me know if you feel as though this could bring a favorable reply to their request for funds and what they should do next as it pertains to presenting or completing another application. I would imagine the application is still on file?

Thank you for your assistance Kevin, I have also reached out to all of the leads offered on their behalf.

Warm regards,

Connie

Director of Sales
Publick House Historic Inn- Sturbridge, MA

On The Common
Box 187
Sturbridge, MA 01566
508-347-7323 x 282 voice mail
508-612-6745- cell

Introducing the All New Tillyer House



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www.publichouse.com

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Located in Sturbridge, Massachusetts our central MA location is in close proximity to Boston, Springfield, Worcester, Providence RI, and Hartford CT making

us a perfect gathering venue! Experience the Publick House for your [dining, accommodations, weddings](#) and everything else in between. From business meetings to the memorable "I do" we'll show you New England at its best!

Hawthorne Hotel- Salem, MA

www.hawthornehotel.com

Discover the timeless feel of the iconic Hawthorne Hotel. Behind the imposing façade, the 93-room hotel reveals its distinct and elegant historic character. Voted Best US City Center Historic Hotel in 2015 by Historic Hotels of America, the Hawthorne Hotel has been a Salem landmark since 1925 and reflects on a rich heritage with famous guests such as U.S. presidents and Hollywood. Conveniently located in the heart of Salem's historic district, the hotel is a perfect choice for both business and leisure travelers.

Concord's Colonial Inn- Concord, MA

www.concordscolonialinn.com

Concord's Colonial Inn, a landmark historic hotel in New England's charming town of Concord, Massachusetts. Here, you'll discover gracious service, a warm and welcoming location for meetings, creative cuisine and 56 spacious, well-appointed guestrooms with historic flair and modern amenities. Close to major highways and just 20 miles from downtown Boston, it's easy to visit our historic inn for a weekend getaway, unique wedding or productive business trip. We look forward to welcoming you as our guest.

-