



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Meeting Agenda

9 October 2019, 6:00pm

Center Office Building, 301 Main Street, Second Floor Meeting Room

1. Call to Order
2. Review of Previous Minutes –11 September 2019
3. Treasurers Report
4. New Business
 - a. Funding Application – Weathervane Enterprises
 - b. Introductory Meeting – Open the Door, Inc.
 - c. Marketing Campaign Update – Discover Central Massachusetts
 - d. Funding Request – Trails Committee
 - i. Trail Guide
 - ii. MassCor
5. Old Business
6. EDTC Report
7. Next Meeting – November 13th
8. Adjourn

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

Page Break



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Meeting

11 September 2019, 6:00pm

Center Office Building, 301 Main Street, Second Floor Meeting Room

Members Present: Brian Amedy (BA), Chair; Tom Chamberland (TC), Vice-Chair; Jeff Ardis (JA); Nick Salvador (NS); Dawn Merriam (DM)

Staff Present: Kevin Filchak (KF), EDTC

1. **Call to Order** | BA called the meeting to order at 6:12pm with a full quorum being present.
2. **Review of Previous Minutes – 14 August 2019** | **BA MOVED to approve minutes as presented. DM seconded. APPROVED 5 – 0.**
3. **Treasurer's Report** | KF provided members with an update of the STA's budget through August. KF noted that the STA had inadvertently purchased a full page advert in Discover Central MA's fall visitor guide and needed the STA to authorize payment to make up the difference. General discussion on the cost of the advert. **TC MOVED to authorize up to \$500 to cover the full page ad costs. NS seconded. APPROVED. 5 – 0. TC MOVED to accept the Treasurers Report and presented. BA seconded. APPROVED 5 – 0.**
4. **Old Business**
 - a. **Request for Proposal – Branding and Marketing Study**
 - i. **Ranking of Technical Proposals**
 - ii. **Review of Price Proposals**
 - iii. **Ranking of Price Proposals**
 - iv. **Ranking of Overall Proposals**

Editor Notes:

(1) Please review the attached excel sheet detailing the scores given to each applicant, the prices submitted which round the applicant made it to and the overall selected candidate. (2) Prior to the start meeting KF had uploaded all scores from the member's review of the technical proposals only. (3) The base prices were primary considerations, but additional options were recorded and considered in later rounds of consideration.

BA gave overview of the RFP process to date, noting challenges with scheduling the review of applications; noted that the goal of the evening was to have a thorough discussion of the proposals, but hoped not to extend the decision another month. JA

noted the desire to not have to alter the proposed project calendars. KF explained the review process for each proposal. JA stated that the qualitative discussion should be the primary review, explained how he did now wish to restrict the discussion to those proposals ranked highest and proposed a method of review. KF explained the process required to be compliant under M.G.L. Chapter 30B. BA opened each price proposal with KF recorded and updating the master scoring sheet. Once all prices were recorded, members had a general discussion on grading the proposals. TC recommended having each member take a few minutes to score the price proposals individually. Members each silently recorded their scores and shared with KF to update the master score sheet. DM asked if the base price should be considered or if the additional fees should also be considered. KF recommended going with the base price to keep it equitable.

[Round 1] BA noted that DCI had the most overall points according to the STA master score sheet, he then highlighted the next top ranked proposals. JA noted that with the addition of the price proposals, there was little change between the qualitative scores and the qualitative and price scores combined. There was general discussion on how best to remove the lower ranked proposals from the discussion. Members began to remove the lower ranked proposals from consideration based on their low numerical scores. Those with lower scores were removed from further consideration as they were deemed to not be advantageous by members. This included: Blue Seed Solutions, Contrast and Company, Direggio, Field Goals US, Hub Collective LTD, Mass Live Media and Sperling Interactive. JA asked that Stebbings be kept in the discussion. The members removed Hemsworth as they deemed it was not advantageous due to the price. TA noted that Stebbings was ranked at 19 but Hemsworth was 18 and compared scores across different categories to determine if both should be removed. JA noted that Hemsworth was young and upcoming, but that there are options so would not object were they to be removed from consideration. TA asked what makes Stebbings worth keeping over Hemsworth. JA stated that that was his preference; TC noted his was the opposite. JA ranked some of the positives of Stebbings based on their resume. NS said if JA were ok with passing on Stebbings that they would be willing to pass on Hemsworth. Members agreed to remove Hemsworth but keep Stebbings. BA noted that he was uncomfortable with add on fees associated with Artyfact, members concurred. DM and JA noted support of Overit to keep for the next round. NS noted concerns with their base price and the additional retainer fees. BA voiced concerns with their timeline of completing all work within one to three months. JA asked if there should be another consideration, TC suggested holding Overit for the second round of discussion. General discussion on Overit's proposal and timeline; determined it will make it to round two. BA noted that Avant has advantages and because it had worked with Colonial Williamsburg and other community based clients, but did note concern that its plan may be too aggressive. JA expressed concern with overreliance on email and no New England experience. TC suggested keeping the remaining top six candidates for discussion in round two. Members agreed with suggestion.

[Round 2] Members began the second round of reviews with those being kept for consideration highlighted in salmon. Members started with those lowest ranked

proposals. TC recommended dropping Overit due to the price to which BA concurred. JA asked about the proposals timeline; KF noted that the application met the brief during the first three months, but did not do so with the rollout. Committee removed Overit from consideration. Committee voted to remove Stebbings. Committee considered Avant, Innovate and O'Neil. Members shared their individual ranking of these equally ranked proposals. NS said that based on the price, since all are ranked the same, Avant has the lowest price. JA voiced concerns about Avant as they have no New England experience which BA concurred with. JA said he has some experience with an Innovate partner agency and they have a positive agency and community with a regional focus. NS concurred with regional focus, but not much else regarding their application. JA noted that he did not rank O'Neil highly because their scope made it appear that the town would have to recruit for focus groups. NS said that O'Neil's scope was restricted to regional focus versus a more national one. TC noted that O'Neil was one of this top rated because of their location connections and awareness of the Commonwealth's legislature. DM brought up Innovate's limited discussion of social media in their application. General discussion on the three applications. O'Neil and Innovate kept in consideration. JA again noted concerns with limited New England experience with Avant, and NS noting that there was not a positive measure of evaluation in their application. BA said he'd be in favor of removing them from consideration, members concurred. The committee moved on to consider Engage to which JA noted that it had good opportunity to connect with groups and discuss some of their positive qualities. TC noted it was one of the top ranked, suggested moving them along in discussion but was cautious of the add on fees. JA noted some of the highlights for Guide and their rebranding positives, including the development of a project website. BA noted that Guide's application needed a steering committee with multiple meetings which may prove difficult. TC and NS noted that this was not a ranked proposal and the group decided to remove Guide from consideration. BA noted Open the Door's knowledge of the area including some experience with Sturbridge businesses, and JA noted that the director used to run MassPort. NS highlighted how research could be broken down by age group. TC noted he was positive towards Chandlerthinks, DM concurred noting that the group wanted to familiarize themselves with the community. JA highlighted their recognition. Strategic was not ranked highly for JA, TC and NS. TC was not impressed with the social media aspects of their proposal and DM concurred saying that it needed to be a large component. Acclimation to keep DCI in consideration. TC explained that now consideration comes down to price.

[Round Three] NS noted that Chandlerthinks experience was in the southern US, to which BA said Open the Door is better as it has local experience. General discussion on Chandlerthinks at the end of which TC recommended removing them from consideration. Group agreed. JA suggested, and group agreed, to next review those outlier prices. TC concurred but for the purposes of discussion suggested adding to their proposal Engage's add on fees for consideration, bringing total to \$63,050. TC said that Engage would not be his top rated but it would be third, BA concurred. DM said she had DCI ranked above that proposal. TC asked if it was worth consideration DCI first, JA said no. General discussion on ability to negotiate prices with applicants, KF explained limited

ability under M.G.L. leading to a general discussion of M.G.L. Chapter 30B. TC said that DCI had the best proposal but the least advantageous price leading to a general discussion on their price proposal and their removal from consideration. BA noted that qualitatively the remaining four (O'Neil, Innovate, Engage and Open the Door) were between scores of 22 and 23. JA asked for feelings on O'Neil, again raising concerns about the focus group leading to a general discussion on that type of data collection. BA suggested removing them from consideration. DM asked if this were something that O'Neil could clarify, TC noted that the applicant left the focus group vague as a *may* conduct it with NS adding that they would check feasibility of it first. JA asked if it were not feasible would it remove a key element from consideration. General discussion on applicant's methodology. NS noted that Open the Door explains their methodology while O'Neil requires members to speculate. NS said he's not willing to support Innovate given price tag, members concurred removed from consideration. NS asked KF for his opinion on remaining two: Engage and Open the Door. KF noted his top ranked proposal was Open the Door and that Engage did not rank for him.

TC MOVED to select Open the Door for the Marketing and Branding project based on their overall proposal and price considerations. NS seconded. TC explained his disagreement with Engage's proposal, with DM supporting by saying that they had a shorter timeline for completing the project. JA noted that Engage said ten month review while Open the Door said four month review. BA suggested that with their existing knowledge of the town, it may be why Open the Door's timeline is shorter and DM concurred. JA asked about reference checks leading to general discussion on checks. TC suggested that KF consult with the Town Administrator about questions for references. **TC amended his previous motion, adding the following to the end, "...pending reference checks done in coordination with the Town Administrator." APPROVED (5 – 0).**

- b. **Funding Request – Old Sturbridge Village** | BA provided some feedback he had received from C. Tieri regarding the staffing considerations in OSV's proposal. General discussion amongst members with how funding would work between the fiscal years as per OSV's proposal. BA yielded Chair to TC as he is a former employee of OSV. **DM MOVED to allocate \$12,500 for Old Sturbridge Village and Break the Ice Media's initiative to solicit bus tour operators to Sturbridge from the Marketing line item. JA seconded.** JA ask if the STA was obligated, by the nature of their motion, to paying for the next fiscal year's component; KF said no. **APPROVED 4 – 0 – 1.** BA asked that if there are meetings held by OSV or BTI on this to ensure that the STA is invited to said meetings. TC yielded chair back to BA.
- c. **Funding Request – Gatehouse Media** | KF showed members the data received from Gatehouse on the previous campaign. **TC MOVED to allocate from the Marketing line item \$1,500 for the month of October, November and December. BA seconded. APPROVED 5 – 0.**

5. New Business

- a. **Discover Central MA – Pagio Invoice** | Item discussed under agenda item 3.
- 6. **EDTC Report** | KF provided brief report. Members discussed the recent Business Breakfast.
- 7. **Next Meeting** | Members selected October 9th as their next meeting date.
- 8. **Adjourn** | **BA MOVED to adjourn the meeting at 8:56pm. TC seconded. APPROVED 5 – 0.**

DRAFT

Sturbridge Tourist Association - RFP Review Matrix

Vendor	Proposed Methodology					Social Media					Research Capabilities					Sum Total	Price					Price Total	Total	Price Proposal	Additional Add Ons	
	BA	TC	JA	NS	DM	BA	TC	JA	NS	DM	BA	TC	JA	NS	DM		BA	TC	JA	NS	DM					
Artyfact	2	1	2	2	2	2	0	1	0	0	2	1	1	2	2	20	1	0	0	1	1	3	23	\$ 76,230.00	\$ 14,160.00	\$ 90,390.00
Avant Marketing	2	2	1	1	2	2	2	1	1	2	2	2	1	2	1	24	2	2	1	0	0	5	29	\$ 42,104.00	\$ -	\$ -
Blue Seed Solutions	1	1	1	0	2	0	1	0	2	0	1	1	0	1	0	11	0	1	0	1	0	2	13	\$ 25,000.00	\$ -	\$ -
Chandlerthinks	1	2	2	2	2	1	2	2	2	0	0	2	2	1	2	23	1	2	2	1	2	8	31	\$ 74,015.00	\$ -	\$ -
Contrast and Company	1	1	1	1	1	0	1	1	2	2	0	2	1	1	1	16	0	0	1	0	0	1	17	\$ 103,500.00	\$ -	\$ -
DCI	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	30	0	1	2	1	1	5	35	\$ 92,580.00	\$ -	\$ -
Direggio	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	2	0	0	0	0	0	0	2	\$ 43,424.00	\$ -	\$ -
Engage Strategies	1	2	2	2	1	1	2	1	1	2	1	2	2	1	2	23	1	2	2	1	1	7	30	\$ 63,050.00	\$ 3,600.00	\$ 10,000.00
Field Goals US	1	1	0	1	2	0	1	0	1	2	1	1	1	1	1	14	1	1	1	1	1	5	19	\$ 47,350.00	\$ -	\$ -
Guide	1	2	2	2	2	1	1	2	2	2	1	1	2	1	2	24	0	1	2	2	2	7	31	\$ 52,000.00	\$ -	\$ -
Hemsworth Communications	1	2	2	1	1	1	2	1	2	0	1	1	1	1	1	18	1	0	2	2	1	6	24	\$ 38,250.00	\$ -	\$ -
Hub Collective LTD	1	2	1	1	1	0	2	0	1	0	1	2	1	1	1	15	0	1	0	0	1	2	17	\$ 96,500.00	\$ -	\$ -
Innovative Planning	2	1	2	2	1	2	1	1	1	0	2	2	2	2	1	22	2	1	2	1	1	7	29	\$ 78,375.00	\$ -	\$ -
Mass Live Media	1	0	0	2	0	1	1	0	1	0	1	0	0	2	0	9	0	0	0	0	0	0	9	\$ 67,500.00	**	\$ -
O'Neill and Associates	2	2	1	1	2	2	2	0	1	2	2	2	0	1	2	22	2	2	1	0	2	7	29	\$ 73,400.00	\$ -	\$ -
Open the Door	2	2	1	2	1	2	2	1	2	1	2	2	1	1	1	23	2	2	1	2	1	8	31	\$ 59,200.00	\$ -	\$ -
Overit	2	1	2	2	2	1	1	2	1	2	1	1	2	1	2	23	0	1	2	0	1	4	27	\$ 75,000.00	\$ 130,000.00	\$ -
Sperling Interactive	1	1	1	1	2	1	1	2	1	2	1	1	0	1	2	18	0	0	1	0	0	1	19	\$ 119,000.00	\$ -	\$ -
Stebbins Partners	2	1	2	1	1	1	0	2	1	1	1	1	2	1	2	19	1	0	2	0	1	4	23	\$ 75,000.00	\$ -	\$ -
Strategic and Creative Mkting	2	2	0	2	2	2	1	1	2	1	2	2	1	1	2	23	2	2	1	2	2	9	32	\$ 58,750.00	\$ -	\$ -

Highest Possible Score = 40 points

**Range given and potential for additional costs not accounted for.

Round 1	Round 2	Round 3
Top 5 highest scores/\$	Selected Proposal	Lowester 15 scores/\$

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Account	Account #	Original Total	Revenue Adjustments	Revised Total	Expenditure	Current Total Balance
Community Support	24400 56552	\$ 40,359.00	\$ -	\$ 40,359.00	\$ 6,111.50	\$ 34,247.50
Marketing and Advertising	24400 56551	\$ 109,974.00	\$ 5,285.00	\$ 115,259.00	\$ 5,597.50	\$ 109,661.50
Benefits	24400 51210	\$ 13,734.00	\$ -	\$ 13,734.00	\$ 3,479.39	\$ 10,254.61
Salaries / Wages	24400 51130	\$ 19,223.00	\$ -	\$ 19,223.00	\$ 5,846.40	\$ 13,376.60
Tourism	58618	\$ -	\$ -	\$ -	\$ -	\$ -
Total		\$ 183,290.00	\$ 5,285.00	\$ 188,575.00	\$ 21,034.79	\$ 167,540.21

FY 2019 Encumbered Funds*	24400 56551	\$ 5,285.00	\$ -	\$ 5,285.00	\$ -	\$ 5,285.00
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EDTC Update

[illegible]

Community Support Allocations	
Approved by STA	\$ 18,897.00
Spent by Recipients	\$ 6,111.50
Unspent Approved Funds	\$ 12,785.50
Unassigned Funds	\$ 21,462.00
Funds Returned to STA	\$ -
Total Available Funds	\$ 21,462.00

[illegible]

Document Guide

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

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

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

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

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

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

Item = Project approved by the STA

Allocated = Amount approved by the STA

Spent - Amount spent by the recipient

Remaining = "Allocated" - "Spent"

Date Approved = The date the STA approved the project

Allocated Comparisons FY 19 Budget				
Community Support	FY 2020	FY2019	FY2018	FY2017
July	39%	94%	33%	36%
August	55%	96%	33%	36%
September	55%	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		107%	98%	98%
Marketing	FY 2020	FY2019	FY2018	FY2017
July	18%	81%	54%	30%
August	72%	83%	55%	30%
September	84%	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		105%	101%	101%

Spending Totals / Comparisons

Community Support	FY2020	FY2019	FY2018	FY2017
July	9%	5%	13%	7%
August	9%	18%	15%	9%
September	18%	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		91%	80%	59%
May		95%	86%	59%
June		99%	96%	86%
Marketing	FY2020	FY2019	FY2018	FY2017
July	0%	1%	3%	0%
August	5%	11%	6%	2%
September	5%	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%	93%	88%

Remaining Totals / Comparisons

Community Support	FY2020	FY2019	FY2018	FY2017
July	91%	95%	87%	93%
August	91%	82%	85%	91%
September	82%	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		9%	20%	41%
May		5%	14%	41%
June		1%	4%	14%
Marketing	FY2020	FY2019	FY2018	FY2017
July	100%	99%	97%	100%
August	95%	89%	94%	98%
September	95%	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%	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

EDTC Salary - 51130	
Original Total	\$ 19,223.00
Spent	\$ 5,846.40
Revised Total	\$ 13,376.60

Date	Item	Expenditure	Details
7/31/2019	EDTC Salary	\$ 2,192.40	-
8/31/2019	EDTC Salary	\$ 3,654.00	-
9/30/2019	EDTC Salary		

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

*Billed Quarterly

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

**Sturbridge Tourist Association
Definitions**

Community Support

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

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

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

Marketing

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

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

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

Economic Development and Tourism Coordinator Salary

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

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

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				

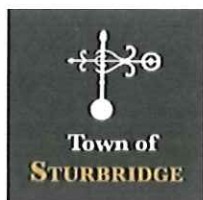
V. STA Mission

<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: 25 September 2019

To: Sturbridge Tourist Association

Subject: Funding Request – Weathervane Enterprises, Inc.

Overview

Weathervane Enterprises is hosting an antiques and collectibles show at the Host Hotel on 1 January 2020. This event is meant to replace the previous antiques show that had been funded by the STA in the past. In FY2019 the STA approved \$1,000 to help brand and market this event.

As this is the new show's first year, there are several upfront costs that are being incurred that they are requesting STA support to help offset. The organizers are asking for help to offset the costs of the event proper. Their request is for \$4,000 to cover the rental costs of the Host's convention hall. According to their application this will help to accommodate sixty-plus antique dealers.

The show is expected to bring approximately 750 attendees with sixty local and regional dealers. The event is committed to ten rooms at the Host for \$149 per night. The applicant notes that they will track registration data so that they know where to advertise next year in the hopes of increasing attendance. The group is also committed to \$2500 in food and beverage costs with the Host for the event. Finally, the applicant notes that they will be spending approximately \$5,000 to promote this event to the public.

Suggested Motion

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

MOVE to allocate \$4,000 from the Community Support line item to support Weathervane Enterprises 2020 Antique Show at the Host Hotel.

Sturbridge Tourist Association - Funding Application

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

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

Email address *

weathervanepublishing@gmail.com

Name

Maxine Carter-Lome

Organization

Weathervane Enterprises, Inc.

Please identify what type of organization you represent

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

Phone Number

508-347-1960

Before continuing please read and review the STA's Funding Request Policy (found here:

https://www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta_funding_policy-09132018.pdf) and then click the box confirming you have read and agree to said policy. *

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

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

☒ I acknowledge and understand the above statement.

Funding Information

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

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

Weathervane Enterprises, Inc. will be hosting an antique & collectibles show scheduled for New Year's Day 2020. This new Show replaces the now defunct Central Mass Antique Show at Sturbridge, which ran from 2014 until 2018 over New Year's Eve and New Year's Day at The Host. As this is our first year as the host of this once popular annual holiday event, STA support to cover the rental fee of the exhibit hall will allow us to divert funds to advertising and marketing to attract as many dealers and visitors to Sturbridge for the show as possible.

Funding amount requested *

\$4,000.00

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

We are looking to cover the cost of the contracted fee for the Convention Hall space rental, which provides 11,000 sf of exhibit space to host our show, which will accommodate 60+ dealers in 77-10x10 booths.

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

The full requested funding amount will go to The Host to cover the contracted facility fee.

How will this proposal engage with the general public? *

Based on the Show's previous success, we hope to attract 750 attendees to The Host and Sturbridge, and over 60 local and regional antique dealers. We look to make this an annual event on Sturbridge's community calendar, reinforcing the area's reputation as a destination for antique lovers and high quality antiques.

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

Per our contract we are committed to 10 hotel rooms at the rate of \$149/night. Additionally, we are committed to \$2500 in food and beverage, which we are using to create a festive atmosphere for New Year's Day in the Hall.

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

☐ Yes

☐ No

☒ Maybe

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

We hope in Year 1 to break even with this event with STA support.

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

January 1, 2020, 10am-5pm, The Sturbridge Host Hotel

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

We will be running print ads in the Journal of Antiques & Collectibles, Your Hometown Shopper, Maine Antique Digest, The Arts & Antiques Weekly; digital ads through Google; promotions through Discover Central MA; e-blasts to our database of regional dealers and subscribers; social media on our Facebook pages: (theantiquecollectiblesshow, JournalofAntiques, Journalshowguides); the distribution of marketing materials through our participating dealers; and PR through local, regional, and tri-state (MA, CT, NY) media.

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

We hope to attract dealers and attendees from south central mass as well as CT and NY. We will be actively advertising our rooms at The Host in all of our literature and while it is premature to know where guests will be coming from, we will be tracking that through ticket sales so we will have a better idea of where we pull for next year's event.

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

This show puts Sturbridge back on the map for New Year's Day, and reinforces our region as an antique destination. Moreover, our local dealers tell us that when the show was in town in past years, they benefited from guests coming in their shop after the show. We also believe that many dealers will choose to stay in Sturbridge for New Year's Eve dinner after spending the day setting up their booth. We will be spending over \$5000 in advertising for this show. These ads are designed to connect this show with Sturbridge, which is part of our branding.

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

We would like to bring this show back and create something new that will grow in time to include associated events such as a New Year's Eve auction, and an "antiques roadshow"-type event for people to bring in items for appraisal. The STA's seed money will ensure that this show is not only successful and self-sustaining but can grow and live on for future years.

Review and Submit

Additional Requirements

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

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

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

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

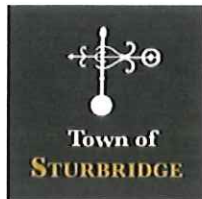
As grantee for the project as detailed in this application, I certify that these statements made herein are true and that the funds requested to be disbursed fulfill the purpose indicated in the approved application. [If your application was approved with a condition] I further certify that the conditions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

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

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Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A. 

Date: 1 October 2019
To: Sturbridge Tourist Association
Subject: Funding Request – Trails Committee

Overview

Last fiscal year, the STA allocated \$5,285 for the printing of 1,500 trail guides. The Trails Committee selected Campaigns That Win as the printer and said vendor is currently printing the guides. An invoice was received for a total of \$5,325. This is \$40 above what was encumbered. In order for the invoice to be paid, the Trails Committee is requesting that the STA cover the \$40 difference.

Suggested Motion

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

MOVE to allocate \$40 from the Marketing line item to cover the difference for the purchase of the new Trail Guides.

Campaigns That Win.com
210 Park Ave
Worcester, MA 01609 US
508-667-6365



INVOICE

BILL TO

Sturbridge, Town of
308 Main St
Sturbridge, MA 01566
United States

INVOICE # 092019-40

DATE 09/17/2019

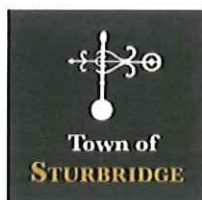
TERMS Due on receipt

DESCRIPTION	ACTIVITY	QTY	RATE	AMOUNT
2019 Trails Guide - 2 80# Dull cover 4/4 pgs, 15 80#dull text 4/4 pgs	Print	1,500	3.55	5,325.00

BALANCE DUE

\$5,325.00

Page Break



Town of Sturbridge

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

Date: 1 October 2019
To: Sturbridge Tourist Association
Subject: Funding Request – Trails Committee

Overview

The Trails Committee is seeking \$220.00 to purchase 14 polo shirts from MassCor. The Committee would use these shirts at local and state meetings and conferences.

Suggested Motion

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

MOVE to allocate \$220 from Community Support to fund the Trail Committee's purchase of Polo Shirts.

Sturbridge Tourist Association - Funding Application

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

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

Email address *

tchamberland@town.sturbridge.ma.us

Name

Thomas Chamberland

Organization

Town of Sturbridge

Please identify what type of organization you represent

☐ For profit

☐ Nonprofit

☒ Government

☐ Private citizen / volunteers

☐ Other: _____

Phone Number

5087355683

Before continuing please read and review the STA's Funding Request Policy (found here:

https://www.town.sturbridge.ma.us/sites/sturbridgema/files/uploads/sta_funding_policy-09132018.pdf) and then click the box confirming you have read and agree to said policy. *

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

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

☒ I acknowledge and understand the above statement.

Funding Information

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

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

Purchase Polo shirts for the Trail Committee who represent the town at various local and state meetings/conferences... neat appearance

Funding amount requested *

\$220.00

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

Purchase 14 Polo shirts from Mass Cor for the Trail Committee who represent the town at various local and state meetings/conferences... neat appearance

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

12 shirts at \$12, 2 shirts @ 13.50 and 14 logos @ 3.50 = \$220.00

How will this proposal engage with the general public? *

Shirts worn at community events/presentations

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

no direct

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

☐ Yes

☒ No

☐ Maybe

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

answered no

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

N/A

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

N/A

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. *

not an event

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

not an event

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.


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

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

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

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	<h2 style="margin: 0;">Sales Quote: Q13141</h2> <p style="margin: 0;">*Please refer to Quote No. When Ordering*</p>					
<p>50 Maple Street, Milford, MA, 01757 Phone: 508-850-1070 Fax: 508-422-1954 www.masscor.us</p>						
<div style="display: flex; justify-content: space-between;"> <div> <p>Customer ID: 1484</p> <p>Customer Name: Town of Sturbridge</p> <p>Quote Name: FY20 Thomas Chamberland</p> <p>Customer Service Rep: Evan Jalette</p> <p>Customer Service Rep Contact No:</p> <p>Customer Service Rep Email: evan.jalette@doc.state.ma.us</p> </div> <div> <p>Quote Date: 09/13/2019</p> <p>Quote Status: Created</p> <p>Quote Valid To: 10/13/2019</p> <p>Quote Valid From: 09/13/2019</p> </div> </div>						
Quote Items:						
S.No	Product ID	Description/Comments	Quantity	UOM	Unit Price	Item Total
1	M265HUNMF	Harriton Men's 5.6 oz. Easy Blend Polo, Hunter, Medium, Finished Good	2	Each	\$12.00	\$24.00
2	M265HUNLF	Harriton Men's 5.6 oz. Easy Blend Polo, Hunter, Large, Finished Good	4	Each	\$12.00	\$48.00
3	M265HUNXLF	Harriton Men's 5.6 oz. Easy Blend Polo, Hunter, XL, Finished Good	4	Each	\$12.00	\$48.00
4	M265HUN2XLF	Harriton Men's 5.6 oz. Easy Blend Polo, Hunter, 2XL, Finished Good	2	Each	\$13.50	\$27.00
5	EMB	EMBROIDERY - Logo attached to content on the left chest. "Trail Committee" under the logo (thread color and size?)	14	Each	\$3.50	\$49.00
6	M265HUNSF	Harriton Men's 5.6 oz. Easy Blend Polo, Hunter, Small, Finished Good	2	Each	\$12.00	\$24.00
MassCor is pleased to provide the above quotation. Please call our Customer Service Department should you have any questions.					Subtotal	\$220.00
					Grand Total	\$220.00
Quote Note:						
No Records Found						
<p>Please Note: All deliveries are made to the loading dock/1st floor only, unless noted on the quotation.</p> <p>If placement is required, please call for pricing/scheduling.</p> <p>Installation charges are separate and must be quoted.</p>						

Page Break



Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 1 October 2019

To: Sturbridge Tourist Association; Jeff Bridges, Town Administrator

CC: Jean Bubon, Town Planner

Subject: EDTC Monthly Report – September 2019

Below is my monthly report for September 2019. If there are any questions regarding its content please contact me. The following items are listed in no particular order.

TIF – Sturbridge Metallurgical

Sturbridge Metallurgical Services (SMS) is preparing to expand their business footprint at 8 Picker Road in the Technology Park. The Town will shortly be considering a Tax Increment Financing or TIF incentive for this proposed expansion. I am currently working with the business owner and the Massachusetts Office of Business Development (MOBD) to support this proposed expansion. I will have more information on this process in the coming weeks.

Commonwealth Community Compact – Kathy McCabe

The Town has hired Kathy McCabe to conduct an economic development self-assessment and develop an economic development strategy for Sturbridge. A contract has been finalized and is in the process of being signed now. Ms. McCabe is preparing an initial survey for residents and visitors to complete online, in public buildings and at the Harvest Festival. She is also beginning a review of economic data from the town based on information provided by my office and the Assessor. There will be more information on this process in the coming months.

Branding and Marketing Strategy Development – Open the Door

The STA has selected and the Town has signed a contract with Open the Door, Inc. (OTD) to develop a three year branding and marketing strategy for Sturbridge. OTD comes with excellent references and we look forward to a successful partnership with them. OTD will be meeting with the STA in October to begin the strategy development process.

Business Breakfast – 10 September 2019

The Town held its twice annual business breakfast on 10 September at the Town Hall with a small but engaged crowd. The focus of the meeting was on the annual renewal process and was recorded for later viewing. Please follow the link below to see an overview of the meeting as well as the video of it.

www.sturbridge.gov/businesses/news/sturbridge-business-breakfast-september-2019-overview

Banking Roundtable – 13 November 2019

Following a conversation with some bank representatives at the last business breakfast, it became clear that many are unaware of the potential partner that MassDevelopment could be. I have contacted

MassDevelopment and asked if they would be interested in holding a roundtable with some local banks to help share some of the services it can offer. They are excited at the prospect and we selected 13 November for the roundtable. I will be inviting local banks over the next few weeks to said event.

Community Bonfire – 24 October 2019

The Recreation Director and I are working hard to organize a fall bonfire for 24 October 2019. We have vendors, food, music, entertainment and of course a bonfire. Our major unknown variable is the current EEE warnings. As such the event cannot be guaranteed until a week prior to the proposed date. We will have more information in the coming weeks.

Home of the Brave 5k – 16 November 2019

The Special Events Committee has tasked staff to organize a 5k road race in honor of Sturbridge veterans and military families. We are working with the Veterans Agent to have concurrent veterans fair on the Town Common that will have local and regional resources for veterans. We have recruited a race director, Christine Neslusan, and are working diligently to get everything ready for race day.

For more information on the race itself, please go to www.sturbridge.gov/special-events-committee/pages/home-brave-5k.

Harvest Festival

The Town will have a booth on the Town Common during the Harvest Festival. I am soliciting interest from staff and committees to help staff the booth during the event. Currently there are many vacancies.

Business Directory

While conducting the annual renewal process, it became clear that the Town needs to maintain a single master list of businesses in the community. I called together a meeting of administrative staff on 18 September to talk about how to consolidate our many lists. Staff agreed on a process and has begun to test a new master list of businesses in town. Once list is done it will be shared with all departments.

Annual Renewals

The Annual Renewals were all sent out at the end of August / early September. I have been helping those businesses that have contacted me for assistance.

Newsletters

Please see links to newsletters below.

Business | www.sturbridge.gov/businesses/news/business-newsletter-october-2019

Event | www.sturbridge.gov/visitors/news/event-newsletter-october-2019