



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

---

## Regular Meeting Agenda

17 December 2019, 6:00pm

**Town Hall, 308 Main Street, Julian Meeting Room**

1. Call to Order
2. Review of Previous Minutes – 13 November 2019
3. Treasurers Report
4. New Business
  - a. Business of the Year – 2019 – Discussion
  - b. Restaurant Week – Discussion
  - c. GPS Trail Finding App
  - d. DCM Invoices
  - e. 2020 Goals
    - i. Committee
    - ii. Economic Development & Tourism Coordinator
5. Old Business
  - a. Branding and Marketing Update
6. EDTC Report
  - a. Annual Update
  - b. Post Event Evaluation – Harvest Festival
7. Next Meeting
8. Adjourn

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

Page  
Break



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

## Meeting Minutes

13 November 2019, 6:00pm

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

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

**Staff Present:** Kevin Filchak, Economic Development and Tourism Coordinator (KF); Jeff Bridges, Town Administrator (JB)

---

1. **Call to Order** – BA called the meeting to order at 6:05pm with a quorum being present.
2. **Review of Previous Minutes – 9 October 2019** – TC MOVED to approve the minutes, BA seconded. APPROVED (4-0-1).
3. **Treasurers Report** – KF provide update and noted that the budget season has begun and suggested a budget timeline for the STA. TC asked about how the decrease in occupancies seen in hotel data may affect next year's budget. KF noted that there has been several consecutive quarters where there were decreases in occupancy, but this trend is the same throughout the state. A lengthy discussion amongst the members on hotel occupancy, its effects, and the hotel business in Town. KF said it is unknown at this time what the effect of the lower occupancy may be at this time. General discussion on the Host Hotel and Conference Center. *TC MOVED to accept the Treasurers Report. BA seconded. APPROVED 5-0.*
4. **New Business**
  - a. **Business of the Year Award Discussion** – BA gave brief overview of the proposal with KF providing additional comments, suggesting only an annual award for a tourism business. General discussion amongst members on the costs of the award. BA asked when this should the award be conferred, KF suggested soon because the STA has the DCM memberships that it can distribute as per their current contract. Members discussed how to choose the winner of the award. BA, TC, DM and NS highlighted different businesses in town and what they are doing for Sturbridge. DM suggested

using the question, 'who is out there promoting Sturbridge?' as a criteria, and supported KF's idea of thinking outside of the usual contenders or those who don't have storefronts. KF suggested a path forward by having a public "best of" award. General discussion on categorization of awards. TC suggested using the STA's moto of 'shop, eat, stay, play' as the categories for consideration. TC asked what the cost of purchasing two more memberships from DCM, KF said that they could check. KF said he would next week, put out a press release, ask public for nomination based on previously proposed categories, close it a week prior to the STA meeting, and then the STA would review and select a winner. JA asked that there should be a question asking why you're nominating the business for the award, members agreed. TC also suggested encouraging self-nominations. Members agreed to award the award at the next BoS meeting. *TC MOVED to have a business awards program, anchored around 'Shop. Eat. Stay. Play.'* and that KF will finalize the discussion points for the program. DM seconded. *APPROVED (5-0).*

- b. **Restaurant Week Discussion** – BA gave overview of STA's history with restaurant week describing the time when the Chamber used to run the event. General discussion on the value of a restaurant week and when it would be most advantageous. BA and NS suggested winter/February as those are slow months. JA asked how long the event should be, BA suggested seven days. TC suggested it would be up to each restaurant to determine what they would prepare/how they would price it. BA said that this would help promote the restaurant. JB said could we kick it up a notch by having participating restaurants use punch cards and having a reward for someone at the end. DM suggested that to be entered, you need to go to one restaurant during the week to get an entry, and you're entered to win. JB suggested different ways to get the cards. General discussion on ways to get cards returned. JA asked is this being presented the cards verses having them at the register. TC said this would be a good way to measure the restaurants involvement. JA asked what are the incentives for the restaurant to go through all the effort to make sure their staff participates. DM said the incentive is promotion of those businesses; TC said the advertising package for this would be further incentive for this project noting it's their choice to opt in. JB suggested creating a label for this. NS suggested adding a question at the bottom on the card that asked if folks were excited to participate in restaurant week. TC suggested offering a membership to the winner of restaurant week. JB suggested identifying how others do restaurant weeks. DM and NS talked about how a gift basket could be organized. KF suggested a path forward by having him do some research, and prepare a general plan for the STA for their December meeting, members concurred. TC asked if caters could participate as well, members agreed they should.

5. **Old Business**

- a. **Update on Branding & Marketing Project** – BA gave overview on the project, noting that most stakeholders have been contacted. BA noted that the consultant has some initial feedback and gave brief overview. TC noted that some of the questions included regionalism, the hub and spoke. BA explained that the Host came up, and that the Village is closed on Mondays and Tuesdays. General discussion of members conversations with the consultant. KF noted his conversation about businesses views of the Town and those relationships. BA noted also the lack of communications amongst businesses and town, leading to a general discussion. TC also raised with consultant that we're lacking information following events, referencing the Herbfest after action review (AAR). General discussion on AAR for Herbfest and how better to help. *TC MOVED to reach out to both consultants to coordinate a date in January for a joint meeting. BA seconded APPROVED (5-0).*

6. **EDTC Report** – KF provided overview.

7. **Next Meeting – December 11<sup>th</sup>** – BA gave overview of OSV bus tour meeting that will be occurring at 11/14. Members changed date to 12/16.

8. **Adjourn** – *BA MOVED, TC seconded to adjourn the meeting at 7:35pm.*

Page  
Break

**Sturbridge Tourist Association | Fiscal Year 2020 Budget**

Account	Account #	Original Total	Revenue Adjustments	Revised Total	Expenditure	Current Total Balance
Community Support	24400 56552	\$ 40,359.00	\$ -	\$ 40,359.00	\$ 17,441.25	\$ 22,917.75
Marketing and Advertising	24400 56551	\$ 109,974.00	\$ 5,285.00	\$ 115,259.00	\$ 23,465.00	\$ 91,794.00
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	\$ 7,308.00	\$ 11,915.00
Tourism	58618	\$ -	\$ -	\$ -	\$ -	\$ -
Total		\$ 183,290.00	\$ 5,285.00	\$ 188,575.00	\$ 51,693.64	\$ 136,881.36

<b>FY 2019 Encumbered Funds*</b>	24400 56551	\$ 5,285.00	\$ -	\$ 5,285.00	\$ 5,325.00	\$ (40.00)
--	-------------	-------------	------	-------------	-------------	------------

## EDTC Update

[illegible]

Community Support Allocations	
Approved by STA	\$ 23,132.00
Spent by Recipients	\$ 17,441.25
Unspent Approved Funds	\$ 5,690.75
Unassigned Funds	\$ 17,227.00
Funds Returned to STA	\$ 21.00
<b>Total Available Funds</b>	<b>\$ 17,248.00</b>

Spent	43%
Assigned	57%
Unassigned	43%

[illegible]

Marketing Allocations	
Approved by STA	\$ 92,500.00
Spent by Recipients	\$ 13,917.50
Unspent Approved Funds	\$ 78,582.50
Unassigned Funds	\$ 22,759.00
Funds Returned to STA	\$ -
<b>Total Available Funds</b>	<b>\$ 22,759.00</b>

Spent	20%
Assigned	80%
Unassigned	20%

[illegible]

## Document Guide

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

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

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

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

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

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

**Item** = Project approved by the STA

**Allocated** = Amount approved by the STA

**Spent** - Amount spent by the recipient

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

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

Allocated Comparisons   FY 19 Budget				
Community Support	FY 2020	FY2019	FY2018	FY2017
July	33%	94%	33%	36%
August	47%	96%	33%	36%
September	47%	97%	33%	36%
October	57%	97%	35%	41%
November	57%	101%	36%	56%
December		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	17%	81%	54%	30%
August	68%	83%	55%	30%
September	80%	83%	62%	43%
October	80%	83%	72%	50%
November	80%	87%	82%	53%
December		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	7%	5%	13%	7%
August	7%	18%	15%	9%
September	15%	43%	15%	9%
October	32%	68%	15%	9%
November	43%	84%	27%	21%
December		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	4%	11%	6%	2%
September	5%	19%	7%	5%
October	9%	32%	45%	5%
November	20%	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

<b>Community Support</b>	<b>FY2020</b>	<b>FY2019</b>	<b>FY2018</b>	<b>FY2017</b>
July	93%	95%	87%	93%
August	93%	82%	85%	91%
September	85%	57%	85%	91%
October	68%	32%	85%	91%
November	57%	16%	73%	79%
December		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%
<b>Marketing</b>	<b>FY2020</b>	<b>FY2019</b>	<b>FY2018</b>	<b>FY2017</b>
July	100%	99%	97%	100%
August	96%	89%	94%	98%
September	95%	81%	93%	95%
October	91%	68%	55%	95%
November	80%	51%	46%	75%
December		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

Community Support - 56552	
Original Total	\$ 40,359.00
Spent	\$ 17,441.25
Revised Total	\$ 22,917.75

[illegible]

Marketing and Advertising - 56551	
Original Total	\$ 115,259.00
Spent	\$ 23,465.00
Revised Total	\$ 91,794.00

[illegible]



**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.

12/10/2019 13:16  
1655cger

TOWN OF STURBRIDGE  
NOVEMBER 2019 STA EXP

P 1  
glytdbud

FOR 2020 05

ACCOUNTS FOR: 244	STURBRIDGE TOURIST ASSN	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
<hr/>								
24400	STURBRIDGE TOURIST ASSN							
<hr/>								
<a href="#">24400 51130</a>	<a href="#">SALARIES/WAGES</a>	19,223	0	19,223	7,308.00	.00	11,915.00	38.0%
<a href="#">24400 51210</a>	<a href="#">EMPLOYEE BENEFITS</a>	13,734	0	13,734	3,479.39	.00	10,254.61	25.3%
<a href="#">24400 56551</a>	<a href="#">MARKETING/ADVERTISI</a>	109,974	5,285	115,259	22,965.00	.00	92,294.00	19.9%
<a href="#">24400 56552</a>	<a href="#">COMMUNITY SUPPORT</a>	40,359	0	40,359	12,981.25	.00	27,377.75	32.2%
	TOTAL STURBRIDGE TOURIST ASSN	183,290	5,285	188,575	46,733.64	.00	141,841.36	24.8%
	TOTAL STURBRIDGE TOURIST ASSN	183,290	5,285	188,575	46,733.64	.00	141,841.36	24.8%
	TOTAL EXPENSES	183,290	5,285	188,575	46,733.64	.00	141,841.36	

12/10/2019 13:16  
 1655cger

TOWN OF STURBRIDGE  
 NOVEMBER 2019 STA EXP

P 2  
 glytdbud

FOR 2020 05

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	183,290	5,285	188,575	46,733.64	.00	141,841.36	24.8%

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

# Budget Reconciliation

---

Department	STA
Month	November
Balance Agree	X
Balance Does Not Agree	

Explanation of Variance: N/A



Kevin Filchak, M.P.A.

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



10 December 2019

\_\_\_\_\_  
Date

Page  
Break



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

Date: 21 November 2019

Subject: \*\*\*Press Release\*\*\* - Announcement of 'Sturbridge Business of the Year' Award

---

The Sturbridge Tourist Association (STA) is preparing to award four Sturbridge businesses with the title of **"Sturbridge Business of the Year."** This is the first time the STA is recognizing local businesses for all that they do to make Sturbridge a special place, and it needs your help to do it.

Please take a few minutes to complete the nomination form for a local Sturbridge business. The link to the nomination form can be found on the homepage of [www.sturbridge.gov](http://www.sturbridge.gov). You can nominate any businesses you like so long as they can fit into one of the four categories listed below:

- **Shop:** for those businesses who sell goods to customers in Town
- **Eat:** for those businesses who prepare meals and/or drinks for patrons in Town
- **Stay:** for those businesses who offer overnight accommodations to guests in Town
- **Play:** for those businesses who offer patrons with something fun to do while they're in Town

The great thing is that many businesses in Town can fit into several categories! So you can decide which category a business can be nominated for. Furthermore, if you can't decide which business to nominate, you can nominate several different businesses! Just follow the same link to fill the form out again. Finally if you're a local business owner and you feel you've done some great things this past year, please feel free to nominate yourself!

The STA will announce the winner in late December and provide each with fabulous prizes! Prizes include:

- A free, one year membership to Discover Central Massachusetts
- A free marketing grant to promote their business to new audiences
- Recognition from the Town with a "Business of the Year" Award

Thank you for taking the time to complete this nomination form. It will help the STA recognize several local businesses for their hard work and dedication to Sturbridge over this past year. **Nominations close on December 11<sup>th</sup> at 12:00pm so hurry and get your nominations completed today!**

Questions regarding the process can be directed to Economic Development and Tourism Coordinator at (508) 347-2500 ext. 1411 or by email at [sturbridgetourism@gmail.com](mailto:sturbridgetourism@gmail.com).



Free by request to residents of Sturbridge, Brimfield, Holland and Wales

SEND YOUR NEWS AND PICS TO [NEWS@STONEBRIDGEPRESS.NEWS](mailto:NEWS@STONEBRIDGEPRESS.NEWS)

Friday, November 29, 2019

# STA seeking nominations for Business of the Year

STURBRIDGE — The Sturbridge Tourist Association (STA) is preparing to award four local businesses with the title of "Sturbridge Business of the Year." This is the first time the STA is recognizing local businesses for all that they do to make Sturbridge a special place, and it needs your help to do it.

Please take a few minutes to complete the nomination form for a local Sturbridge business. The link to the nomination form can be found on the homepage of [www.sturbridge.gov](http://www.sturbridge.gov). You can nominate any businesses you like so long as they can fit into one of the four categories listed below:

- Shop: for those businesses who sell goods to customers in Town

- Eat: for those businesses who prepare meals and/or drinks for patrons in Town

- Stay: for those businesses who offer overnight accommodations to guests in Town

- Play: for those businesses who offer patrons with something fun to do while they're in Town

The great thing is that many businesses in Town can fit into several categories! So you can decide which category a business can be nominated for. Furthermore, if you can't decide which business to nominate, you can nominate several different businesses! Just follow the same link to fill the form out again. Finally if

Please Read **STA**, page **A5**

## STA

continued from page 1

you're a local business owner and you feel you've done some great things this past year, please feel free to nominate yourself!

The STA will announce the winner in late December and provide each with fabulous prizes! Prizes include:

- A free, one year membership to Discover Central Massachusetts

- A free marketing grant to promote their business to new audiences

- Recognition from the Town with a "Business of the Year" Award

Thank you for taking the time to complete this nomination form. It will help the STA recognize several local businesses for their hard work and dedication to Sturbridge over this past year. Nominations close on Dec. 11 at noon, so hurry and get your nominations completed today!

## Business of the Year Award (Responses)

Timestamp	Category	Which business are your nominating?	Why are you nominating this business?
11/21/2019 16:38:02	Stay	Holiday inn Express	Beautiful property, state of the art accommodations, most modern and efficient hotel in town.
11/21/2019 16:41:13	Stay	Publick House Historic Inn	Beautiful property and a real value to the town
11/21/2019 16:41:13	Play	Pine Lake RV Park	Expansion of the RV park to include fire pits, pool, swimming, movies, group gatherings. They offer more for those who stay there than anyone else.
11/21/2019 17:00:10	Play	Brush It Off	It is great for all ages, all seasons, it is relaxing and many fun things to choose from to do.
11/21/2019 17:03:52	Shop	The Thrifty Gypsy	Affordable Gifts on the fly for almost any occasion! Home made things, Gluten Free things, CBD products that they are SO knowledgeable about and quality affordable products.
11/21/2019 17:06:31	Eat	Kiazans	We have never had a bad meal there! nice atmosphere and nice staff.
11/21/2019 17:08:07	Stay	The Public House	They are very active in the community, an affordable stay, great food, lovely grounds and buildings. Just an all around great place.
11/21/2019 17:28:08	Eat	Just a Nibble	Their support of town functions, the essence of small home based business, and don't forget the best chocolate chip cookies around.
11/21/2019 17:30:11	Play	Escape the Pike	I went last month and it was the most fun that I have ever had in Sturbridge.
11/21/2019 17:32:50	Shop	Micknucks	community engaged outfit that also offers great products and service
11/22/2019 8:18:05	Stay	Comfort Inn & Suites	#1 Place to stay in Sturbridge, friendly staff and close to all Sturbridge Has to Offer.
11/22/2019 8:18:57	Eat	Teddy G's	Great food, has a local flair , family owned
11/22/2019 8:20:58	Shop	Alternative Health Store	Owner is involved in community and has great shop with many health alternatives
11/22/2019 8:21:59	Play	OSV	Historic , interactive for all the family, love the Candlelight and Sleepy Hollow experience
11/22/2019 9:33:45	Shop	The Bird Store	Local owners , everything you need for your birds and they also do field trips studying nature
11/22/2019 9:35:15	Eat	Publick House	Excellent Comfort food, historic charm and friendly staff
11/22/2019 9:36:25	Stay	Publick House	Numerous Lodging options, Rooms in Old Inn plus newer modern historic design rooms
11/22/2019 9:37:56	Stay	Comfort Inn	Easy Hwy access, next to Cracker Barrel, relaxing lounge and excellent breakfast, #1 in Sturbridge on Trip Advisor
11/22/2019 9:39:32	Play	Rapscallion	Outstanding brews, food options, disc golf on site, helpful staff
11/22/2019 10:30:45	Eat	Sturbridge Seafood	I personally know the owner. I know Ken takes time to make sure the product he serves is local, fresh and every dish is made with care and attention to detail from taste to presentation
11/22/2019 10:31:31	Play	Brush It Off	I feel this is a great way for people to get together, socialize and learn some painting techniques!
11/22/2019 11:29:04	Stay	public house	brings together the history of Sturbridge plus the conveniences of the 20th century
11/22/2019 12:30:04	Shop	Best BiB & Tucker	Fine Leather goods and accessories , been in business for over 25yr here in Sturbridge, hidden gem
11/22/2019 16:44:44	Eat	B.T.'s Smokehouse	They are a continual contributor to the town and community. B.T.'s has a large presence that helps draw people to the area. They also seem committed to Sturbridge and the town as a whole.
11/23/2019 7:34:19	Shop	Bird Store	Over 30yrs in business in Sturbridge, all you need for your birds all year round, friendly owners
11/23/2019 7:35:23	Stay	Comfort Inn	#1 place to stay in Sturbridge on Trip Advisor, friendly & helpful staff , engaged in the community
11/23/2019 20:32:20	Play	Brush it off	very family friendly , people like to have something different to do , men and women
11/23/2019 20:45:30	Play	Brush It Off	What a wonderful place to go, the atmosphere and fun professional staff. Great place to relax.
11/23/2019 21:34:08	Play	Brush It Off	The business owner creatively offers fun painting activities for adults, children, families, and couples. The owner also offers group parties for birthdays, engagements, and as fundraisers for businesses and organizations. The establishment is cheerful and relaxing. The owner is friendly and always inviting suggestions from customers. She is a community minded person and eagerly participates in networking events to promote Brush It Off as well as the success of other small businesses. A fun place for all!
11/23/2019 21:41:15	Play	Brush it Off	This business offers a special, relaxing atmosphere that gives the customer a service while offering entertainment and an opportunity to have fun!
11/23/2019 23:21:18	Play	Brush It Off	Wonderful place to go if your looking for something to do in Sturbridge. Such an inviting and fun DIY paint studio with lots of options of things to paint!


## Business of the Year Award (Responses)

Timestamp	Category	Which business are your nominating?	Why are you nominating this business?
11/23/2019 23:22:55	Play	Brush It Off	My entire family loves this place! Such a wonderful place to relax and have fun
11/23/2019 23:30:40	Play	Brush it off	So much to do for all ages! You don't have to be an artist to have fun and PAINT
11/24/2019 0:16:51	Play	Brush It Off	So much fun! Staff is super friendly and helpful! It's always a great time!
11/24/2019 6:54:49	Shop	Leather Shop	Helpful staff excellent selection of leather products from jackets to accessories business for 30 yrs in Sturbridge
11/24/2019 6:55:58	Eat	Teddy G's	Great selection of pub food, local ownership, friendly staff, relaxing atmosphere
11/24/2019 12:44:39	Play	Escape the Pike	The owners are hard-working and take pride in what they do. Escape the Pike provides a high-quality, unique entertainment experience that Sturbridge should be proud of.
11/24/2019 22:30:09	Play	Escape the pike	A.wonderful place to have some fun!
11/24/2019 22:30:50	Eat	Sturbridge coffee house	Wonderful food and atmosphere!
11/24/2019 22:33:22	Play	Brush it Off	Great place, fun
11/25/2019 8:30:44	Play	Escape the pike	It's the only place in the area like it. Great family and adult fun
11/25/2019 8:32:52	Play	Escape the Pike	A new fun activity in the area.
11/25/2019 8:36:07	Play	Brush It Off	Excellent customer service, a fun spot for all ages, and I love working with Denise!
11/25/2019 12:23:48	Eat	Just a Nibble	Nikki makes the best cookies and brownies!
11/25/2019 12:24:18	Shop	OSV	They have the best gift shop!
11/25/2019 13:24:33	Shop	NOAH'S ARK PET SHOP	VERY INFORMATIVE, SUPER HELPFUL, BEEN IN BUSINESS FOR 32 YEARS IN THIS TOWN.
11/25/2019 13:25:20	Stay	COMFORT INN AND SUITES	GUEST SERVICE IS TOP NOTCH. HELPS PROMOTE EVENTS IN THE TOWN
11/25/2019 13:26:12	Eat	SOUP TO NUTZ	BEEN IN BUSINESS IN TOWN FOR OVER 30 YEARS. SMALL MOM AND POP PLACE
11/25/2019 13:27:01	Play	ESCAPE THE PIKE	NEW BUSINESS STARTING OUT. WANTS TO BE MORE INVOLVED WITH TOWN EVENTS.
11/26/2019 8:51:36	Eat	Teddy G's	Local owner, great selection with excellent value, friendly staff
11/26/2019 8:52:35	Shop	Alternative for Health	Unique shop , owner involved with community, excellent selection of alternative options
11/26/2019 11:33:47	Stay	Comfort Inn & Suites - Sturbridge	This hotel takes a GREAT DEAL of pride in customer service and promoting the Sturbridge town and community. They LOVE LOVE the local attractions and are always educating their guests on what to visit, where to eat, what to do and why. They will take the initiative to learn whats new in town and how to help. Places like this in the town help the town and community thrive and makes customers want to come back to Sturbridge and spend their money there!
11/26/2019 12:17:24	Stay	Comfort Inn & Suites Sturbridge	I stay here whenever I am staying or passing thru Central Mass! The team is amazing and always treat me like I am staying at the Ritz...the rooms are modern and clean, they have 2 pools and a bar! What more do I need?!!
11/26/2019 13:22:31	Stay	Comfort Inn and Suites Sturbridge	This hotel exemplifies what visitors expect when they visit our town - great service and a warm & inviting place to stay.
11/26/2019 21:01:14	Eat	BT smokehouse	Best food in town!
11/26/2019 21:02:08	Play	Escape the Pike	Great experience.
11/26/2019 23:33:24	Stay	Comfort inn and suites	Customer service, attention to detail
11/27/2019 8:18:59	Play	Altruist Brewing Company	They make delicious beer!
11/27/2019 9:25:05	Play	Altruist brewing company	They are amazing
11/27/2019 9:46:40	Play	Altruist Brewing Company	Absolutely great venue and owners.
11/27/2019 10:08:30	Eat	Altruist Brewing Company	Because they have a really cool establishment that is a very fun and entertaining atmosphere with fantastic beer to go along with it. Also everyone there is extremely kind and friendly!
11/28/2019 10:37:44	Play	Escape the Pike	A totally unique place to play!
11/29/2019 11:05:35	Eat	Homefield Brew and kitchencraft	Fantastic ambiance and environment to have a good time. Jon is always welcoming and available to share stories about the brews and foods they serve. The live music is always a unique and entertaining mix that provides for a fantastic evening out.
12/1/2019 7:07:54	Shop	Bird Store	Engaged in community , has events for locals, interesting store with all your bird needs
12/1/2019 7:09:13	Stay	Comort Inn	#1 place to stay in Sturbridge via Trip Advisor, close to all Sturbridge has to offer and easy hwy access

## Business of the Year Award (Responses)

Timestamp	Category	Which business are your nominating?	Why are you nominating this business?
12/3/2019 13:04:45	Shop	Alternative for Health	Great shop has all your alternative health needs, owner is involved in community and actually hosted an event in October ( Herbfest )
12/3/2019 13:05:38	Eat	BT Smokehouse	Best B-Que around for miles, always packed
12/4/2019 23:46:33	Eat	Wild Flour Kolaches	A new and different food option; a choice of how to consume it (walk-in, party trays in regular or small sizes, custom varieties with advance notice); friendly owners passionate about what they do; fun customer service (e.g. discounts on Sundays to support the Patriots)
12/6/2019 16:29:54	Eat	Rapscallion Brewery	Friendly, all types of fun events and of course their delicious craft beers!
12/6/2019 16:36:06	Play	Rapscallion Disc Golf Course	Great outdoor fun with friends or family for both beginners and advanced players!
12/9/2019 9:52:33	Shop	Bird Store	Over 30yrs as Sturbridge Business, all your bird needs, does bird watching groups as well
12/9/2019 9:53:30	Eat	Teddy G's	Excellent Pub food great atmosphere, great for locals and tourists alike, locally owned
12/9/2019 16:21:48	Stay	Old Sturbridge Inn & Reeder Family Lodges	This is a beautiful place to stay coupling 19th-century charm with first-class hospitality and 21st century amenities. Attached to one of the great stalwarts of the town - Old Sturbridge Village.
12/9/2019 16:23:25	Play	Old Sturbridge Village	Old Sturbridge Village is an amazing piece of Sturbridge. Not only is it educational due to the historical buildings and the knowledgeable and kind staff, but it is a fun and relaxing place for the community and those from far away to visit and enjoy.

---

From:  Stephanie Ramey <[Sramey@discovercentralma.org](mailto:Sramey@discovercentralma.org)>

12/9/2019 11:24:12 PM



Subject: Re: Membership\_Packet\_DCM\_FY20\_Q4.pdf

To:  **Kevin Filchak**

Attachments:  Attach0.html / Uploaded File

5K

---

Hi Kevin,

I just reviewed the FY20 STA/DCM proposal. You are allowed (2) memberships (non-lead generating) with a max price of \$600 for the two.

Please let me know if you have any questions.

Thanks!

Stephanie

Stephanie Ramey  
Executive Director  
Discover Central Massachusetts  
(508) 753.1550 x300  
[sramey@discovercentralma.org](mailto:sramey@discovercentralma.org)  
[www.discovercentralma.org](http://www.discovercentralma.org)

**From:** Stephanie Ramey <[Sramey@discovercentralma.org](mailto:Sramey@discovercentralma.org)>

**Date:** Tuesday, December 3, 2019 at 4:04 PM

**To:** Kevin Filchak <[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)>

**Subject:** Membership\_Packet\_DCM\_FY20\_Q4.pdf

# MEMBER BENEFITS

**Discover Central Massachusetts** is the official Regional Tourism Council for Central Massachusetts. Join today to begin taking advantage of all of our exciting membership benefits and GET DISCOVERED!

## BASIC MEMBERSHIP BENEFITS

### Promote Your Business

- Listing in Discover Central Massachusetts Visitors Guide
- Brochure Distribution at Events, Trade Shows and Visitor Information Centers
- Featured Business on Social Media Distribution Channels
- Enhanced Listing on Discover Central Massachusetts' Website
- Inclusion in Our App/Widget Where Users Can Create a Personal Itinerary
- Use of Discover Central Massachusetts' logo on your marketing materials

### Get Leads!

- Receive advanced notice of business opportunities
- Inclusion on our preferred vendor list for event planners
- Showcase your organization with meeting planners, tour operators, and travel writers

### Advocacy and Networking

- Host our widget on your website
- Network with industry colleagues at hospitality events
- Work on your behalf to advocate for tourism resources in Central Mass.

## ADDITIONAL ADVERTISING OPPORTUNITIES

► Opportunity to Participate in Co-Op Advertising and Trade Shows

## CONTACT US

508.753.1550  
info@discovercentralma.org

## DISCOVER CENTRAL MASSACHUSETTS

311 Main St. Suite 200 | Worcester, MA 01608



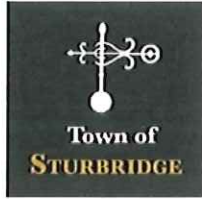
RESTAURANTS		
FACILITY SIZE	ANNUAL MEMBERSHIP COST	
	CHAMBER MEMBER*	CHAMBER NON-MEMBER*
<40 SEAT	\$150	\$250
40+ SEAT	\$250	\$350
CULTURAL DESTINATIONS, ATTRACTIONS & BREWERIES		
EARNED REVENUES	ANNUAL MEMBERSHIP COST	
	CHAMBER MEMBER*	CHAMBER NON-MEMBER*
<\$100,000	\$200	\$300
\$100,000 - \$500,000	\$300	\$400
\$500,000 - \$1,000,000	\$400	\$500
>\$1,000,000	\$500	\$600
ALL OTHER MEMBERSHIPS		
MEMBERSHIP CATEGORY	ANNUAL MEMBERSHIP COST	
	CHAMBER MEMBER*	CHAMBER NON-MEMBER*
FUNCTION FACILITY	\$400	\$500
EXHIBIT HALL / STADIUM	\$750	\$850
CONVENTION SERVICES	\$250	\$350
RETAIL	\$250	\$350
TRANSPORTATION	\$250	\$350
CORPORATE PARTNER	\$400	\$500
ACCOMMODATIONS INSIDE METRO-WORCESTER REGION**		
FACILITY SIZE	ANNUAL MEMBERSHIP COST	
	FULL-SERVICE FACILITY	LIMITED-SERVICE FACILITY
<20 BEDS (B&B)	\$250*	N/A
<100 BEDS	\$600*	\$500*
100-199 BEDS	\$750*	\$650*
200+ BEDS	\$900*	\$800*
ACCOMMODATIONS OUTSIDE METRO-WORCESTER REGION		
FACILITY SIZE	ANNUAL MEMBERSHIP COST	
	FULL-SERVICE FACILITY	LIMITED-SERVICE FACILITY
<20 BEDS (B&B)	\$150*	N/A
<100 BEDS	\$500*	\$400*
100-199 BEDS	\$650*	\$550*
200+ BEDS	\$800*	\$700*

\*All members of Worcester Regional Chamber of Commerce or an affiliate Chamber may take an additional \$100 off the listed membership cost.

For questions or inquiries, please contact Jacklyn Joncas, Marketing & Membership Coordinator for Discover Central Massachusetts, at JJoncas@discovercentralma.org or calling 508-753-1550 ext. 225

MEMBERSHIP PRICING  
culture, dining, and more

Page  
Break



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 11 December 2019  
To: Sturbridge Tourist Association  
Subject: Restaurant Week

---

Following the last meeting of the STA, I have inquired with several local restaurateurs in Town to seek their feedback on a restaurant week. Below are the responses that I received from local business leaders regarding a potential restaurant week in Sturbridge:

*(Email 1) Restaurant week doesn't really work for the style of service we have. in my experience restaurant weeks work best when all the restaurants participating have a prix fix menu for the week that is the same price at all participating restaurants, for example 3 course lunch for \$20.20 and 3 course dinner for \$40.40 or something like that. I use those prices as next year will be 2020. Our counter service doesn't really work with that type of structure and we have enough menu items under whatever pricing that people come for any price range. the idea behind a restaurant week is to get customers to go to restaurants and order in places that they usually feel are out of their price range. most table service restaurants in town typically charge more for a full three course menu and the diners feel they are getting a deal when they come eat off a restaurant week menu. If the restaurant does it right they can usually get ppl in the door with the restaurant week menu and then up sell them on the regular menu, or alcohol to go with their meal.*

*(Email 2) We all run special menu items all the time so unless there's a common theme being run through all the participating restaurants it's just like any other special. That's why the prix fix menus tend to work, the only other way I see if doing it would be to showcase an item, or couple items that need to be included in a dish so that each restaurant is using the same product with their own spin on it. That then causes issues because we all use different purveyors.*

-BT's.

*Yes the Publick House would participate. The Chamber in the past did do a restaurant week. Alex can probably fill in what worked and did not. I think it may be important to tie some pricing in to help draw people in. Boston does three price point offering for lunch and three for dinner. This way the guest know how much they need to spend!*

-Publick House

*That sounds like a great idea for the area. We would be up for participating even in our smaller capacity of food we do from Friday - Sunday. Or if you have a beer element to it we could certainly be in the mix.*

*All sounds good.*

-Rapscallion

*Kevin, we would be happy to participate...in fact, we enjoyed the addition sales dollars the old format brought to the party.*

*Not sure if there isn't a lower price hook to bring more customers out that the program will get a ton of traction. I am aware that the other business are not in favor of a lower priced restaurant week menu or a fixed price...but at minimum I think it would make sense for all to submit the menu items and pricing that would allow customers to qualify for the raffle so it can be promoted.*

-Table 3

Page  
Break

# What We're Building

## Core Functionality

We are building a native mobile application for users to utilize in navigating the trails managed by the Sturbridge Trails Committee. Our application will work with both Android and IOS devices.

The main functionality of the application is to provide users with a selection of “filters” and choices to create paths/trails that they could choose to walk. Once they have selected their preferred trail, they will then receive point-to-point navigation along the trail.

## Extra Features

### Push Notifications

The Sturbridge Trails Committee will have the ability to send a message directly to users who have installed the app on their device. These messages can be scheduled, or sent immediately. This can be utilized to send emergency messages or can be used to provide an avenue for sending notifications about new trail openings/closings or special events.

### Demographic Information Collection

The application will passively collect data from user's social media/internet usage history. This can be packaged and sent as monthly reports or passively reported through a third party dashboard.

### Bug Reporting/Trail Reporting

The application will provide an opportunity for users to report both issues they experience with the application or issues/problems they encountered with the physical trail. These issues can then be sorted by Fisher Tech staff and forwarded directly to the trails committee.

## Map Editing/Backend Access

Fisher Tech Solutions LLC is planning to develop the first set of maps to be utilized by the Trails Committee but we will provide access/training to Committee members who would like to have the ability to directly edit the maps to reflect changes that have occurred.

## Key Concerns

### Battery Usage

Our biggest concern moving forward with building the application is how much of an affect our application will have on the battery life of cellular devices. This will be a key metric we test when performing QA on our application in the future.

### Data Usage/Coverage

We need to be sure that our application won't leave anyone stranded in the woods. The most likely cause of this happening would be spotty cellular service in areas of the trails. While we can't test every section of trail with every data provider, we can ensure that our application provides caching services appropriate for allowing the user to continue navigation even if service cuts out for any reason.

### Adoption Rates

We need to be sure people use the application. Much of this comes down to how well the app is presented/marketed but we can also be sure that a quality design with a focus on ease of use will provide us with much higher adoption rates than otherwise.

## Our Solutions to These Problems

### The MapBox API

We plan to introduce the MapBox API to our tech stack. MapBox is a navigation service that provides several key features that alleviate our concerns of battery usage and data usage. It does this by providing a caching service that downloads large portions of the trail map directly

to a users phone, allowing them to continue navigation even if they currently do not have cell service. On top of this, it's optimized and typically performs more efficiently than Google Maps, so it is the best option to use as a base API for our service.

We plan to integrate MapBox directly into our REACT Native application and optimize each version of the API with its respective platform via the Android and IOS SDK provided by MapBox.

## Marketing Assistance

In addition to building apps, we provide small businesses and organizations with internet marketing services. We will utilize our knowledge of Search Engine Optimization and Ad campaign management to create an attractive landing page to help point users towards the app.

We would also like to offer the services of our graphic designers to assist the Trails Committee in creating a small display at the entrance of each trail instructing users on where and how to install the application. We can also provide code snippets for the downloading of the application for the Trails Committee and the Friends of the Sturbridge Trails Committee to include on their websites.

## Who We Are

### Fisher Tech Solutions LLC

Is a small technology startup located in Holland Massachusetts. Fisher Tech Solutions LLC was established in May of 2018 as a response to the lack of options of local web development companies in the Sturbridge area.

We made ourselves stand out by offering business strategy services in tandem with our web design and development services, helping customers pick and choose what services were critical to their mission and which pieces did not fit with their current plan/strategy. Doing this allowed us to provide the most competitive web service prices in the area and allowed us to rapidly expand our offerings to all aspects of web and software development.

## Why We're the Best Choice

### Old Sturbridge Village Mobile App

In January of 2019 we pitched the idea of a navigation app to Old Sturbridge Village LLC. We had developed the concept for our navigation application and believed Old Sturbridge Village was the best first step in showing museums and large outdoor institutions what technology could do for their business

Developing a plan that worked within the villages budget was an exceptional challenge but we are now on track to launch our mobile application at the beginning of 2020 in sync with the increase of visitation the Village receives around February School Vacation week.



These are some screenshots from our application. The above photos show the experience users are presented when entering the application.

First, they select a broad subject of the “type” of place they are looking to visit next, then they select the specific location they would like to go to. The list of images on the right show the various locations that fit within the subset that the user has selected. After clicking on the image, the user is presented with historical information about that location and has the ability to use their native wayfinding application of choice to receive directions directly to the location they would like to go to next.



These two above screenshots show our form users can submit when encountering issues with the application. It allows them to either fill out the form or to enter live-chat with a Fisher Tech employee (If one is available). We forward all relevant information from support tickets to OSV.

The screenshot to the right shows how we can utilize the same wayfinding navigation service to direct users towards revenue producing goods and services.

If you would like to try our application yourself, it can be downloaded directly from the Google Play Store for Android here:

[https://play.google.com/store/apps/details?id=hr.apps.n113667&hl=en\\_US](https://play.google.com/store/apps/details?id=hr.apps.n113667&hl=en_US)

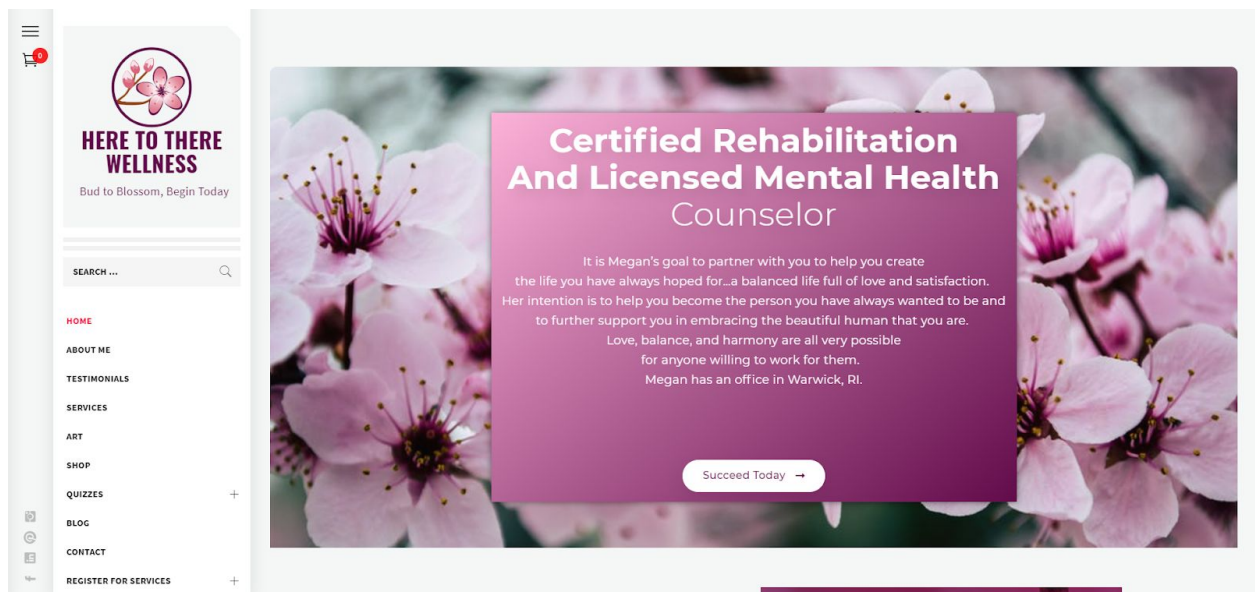
## Other Successful Projects

### Here To There Wellness LLC

Here to There Wellness LLC was the first client acquired by Fisher Tech Solutions LLC back in May of 2018. Since then our client's business has expanded, allowing us to build an E-Commerce store and begin supporting her social media channels for her. Her website design is one of our favorites, utilizing a vertical sidebar and vertical social media menu.

The site is completely responsive, utilizing the WordPress CMS, secure payment processing, interactive quizzes, blogging and service registration directly from the site.

Feel free to visit the site yourself using this link here: <https://heretotherewellness.com/>



### Executech Inc.

Executech Inc is an office supply company that we built an online store for in September of 2018. While the design for the site is more conservative than others we've worked on, it's been a high converting investment for the business and has allowed Executech to expand over the last year by selling its products directly over the internet.

You can visit the site directly yourself through this link here: <https://executechcopy.com/>

CART  
\$0.00

[Home](#)
[Shop](#)
[Checkout](#)

## FALL INTO SAVINGS

PRICE: \$89/MONTH  
INCLUDES INSTALLATION!  
31 PAGES PER MINUTE  
OPTIONAL SERVICE CONTRACTS AVAILABLE  
PURCHASING OPTIONS AVAILABLE  
CALL US FOR MORE INFO!

**Request Machine Maintenance**

Your Name (required)

Your Email (required)

Subject

Your Message

**Send**

**Executech Inc.**

Executech is a company that has been in business for many years and with a relatively new team we have continued to provide excellent service throughout Massachusetts and Connecticut. We are conveniently located in Andover, Massachusetts which gives us the

## A Bit About Our Team

### Edward Fisher JR

Is a web developer and entrepreneur from Holland MA, with a wide base of technical knowledge. As a student at QCC Worcester he learned fundamentals of Computer Science regularly programming with C++ and building custom applications applying that knowledge.

While attending school and working as a co-founder of Fisher Tech Solutions LLC, Edward works for a company located in Holyoke MA called Gravity Switch. In this role he has developed websites for a large variety of clients including the Academy of Charlemont, Yale and Vermont Technical College.

Edward's technical experience has grown to include the full LAMP stack, Python software development and the building of Machine Learning/AR applications.

**LinkedIn:** <https://www.linkedin.com/in/edwardfisher/>

### Caleb Ward

Has a Bachelor's in European History from the University of Maryland University College and is preparing to earn his Masters degree in Anthropology and Museum Practices from the University of London.

His knowledge of education and how museums operate is instrumental in allowing Fisher Tech Solutions LLC expand on and improve existing museum practices and strategies while presenting our technology in a way that can be easily applied by museums.

In addition to his historical training, Caleb Ward is skilled in the areas of ethical hacking and cybersecurity, working to ensure our clients data and websites are safe from exploits.

Caleb has also worked to improve our ticketing/support framework to allow for quick bug fixes and support to our clients.

**LinkedIn:** <https://www.linkedin.com/in/caleb-ward-bb5004172/>

## Now, How Will We Build It

### The Cost

In order to have a working application launched by the early fall of next year we estimate the total cost of production for the year to be **\$18,075.00**. This cost will cover all of our testing, graphic design work, training and support costs until January of next year. After which, we will need to work out a hosting and support plan for continued usage.

### Alternative Payment Structures

This cost can be broken down in a variety of ways, the bulk of our expense comes from the necessary testing of the MapBox API loads in relation to the app, the testing of the trail maps once developed, and the QA tests to be performed on a variety of devices.

We could split up development into two large sections, the first section being the development of the core functionality of the application, of which we estimate to **\$6,650.00**. The processes covered by this fee include the creation of the UI of the app, the implementation of the MapBox API, and the drafting of the maps for the first trails that will be used by the application. This will allow us to start development on critical systems as early as possible during the winter and early spring months.

The last step of the process, implementation of the application, would include meshing the trails we built with the app itself. Testing that those trails are accurate and that the entire application works as expected in our edge cases. This process in total will cost around **\$11,425.00**. This budget also contains the advertising budget and graphic design budget for promoting the app in the Sturbridge area and to those who enjoy hiking or outdoor activities that are looking to travel to the Sturbridge area.


We are planning to build in an advertising program in the app itself, once we are sure this would be legally possible. Our hope is that this advertising program can fund future development in the app. Allowing us to explore additional improvements and opportunities. We plan to actively sell advertising space on behalf of our clients through this system.

Page  
Break



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A. 

Date: 3 December 2019  
To: Sturbridge Tourist Association  
Subject: Invoice – Article Preparation

---

## Overview

For the campaign that the STA is currently running with Discover Central MA, one part of it is an article on winter in Sturbridge. DCM asked me if I would like to write it or if they should use one of their writers. I asked that they use one of their writers for this piece. This is the invoice for that service.

## Suggested Motion

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

*MOVE to allocate \$200 from Marketing to cover the costs of the winter article preparation with Discover Central MA.*



# INVOICE:

## ARTICLE PREPARATION

Thank you for your partnership.

PAYMENT DUE UPON RECEIPT

<b>Order Number:</b>	703
<b>Order Placed:</b>	14/11/2019 - 6:27 PM
<b>Customer:</b>	Kevin Filchak
<b>Company:</b>	Sturbridge Tourism Association
<b>Email:</b>	<a href="mailto:kfilchak@town.sturbridge.ma.us">kfilchak@town.sturbridge.ma.us</a>
<b>Phone:</b>	

Subscription Name	Details	Price	Total
Fee for Article Preparation: Winter in Sturbridge		\$200.00	\$200.00

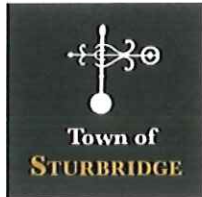
Totals	
<b>Subtotal</b>	\$200.00
<b>Tax</b>	\$0.00
<b>Total</b>	\$200.00

Please submit payment to:

Discover Central MA  
311 Main Street, Suite 200  
Worcester, MA 01608

Sincerely,

Stephanie Ramey  
Executive Director  
Discover Central Massachusetts  
(508) 753.1550 x300  
[sramey@discovercentralma.org](mailto:sramey@discovercentralma.org)



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 10 December 2019  
To: Sturbridge Tourist Association  
Subject: Invoice - Pagio

---

## Overview

For the campaign with Discover Central MA, the STA went above what was agreed upon in the contract for its advert in the regional visitor guide. The STA is responsible for the difference.

## Suggested Motion

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

*MOVE to allocate \$735 from the Marketing line item to cover the costs of its advert in the Discover Central Massachusetts Visitor Guide.*

# Invoice

Date	Invoice #
8/19/2019	13963

Bill To
Sturbridge Tourist Association 308 Main Street Strubridge, MA 01566

		Terms		Account #
		Due upon receipt		
Item	Publication	Rate	Qty	Amount
1/2 page 4-color	Discover VG	735.00 5.00%		735.00 0.00
We appreciate your business. If you have any questions, contact Paul Giorgio at 508-756-5006.			<b>Total</b> \$735.00	
			<b>Payments/Credits</b> \$0.00	
			<b>Balance Due</b> \$735.00	

--

<b>Customer Total Balance</b> \$735.00
--



STURBRIDGE  
TOURIST ASSOCIATION

SHOP.  
EAT.  
STAY.  
PLAY.



VISITSTURBRIDGE.ORG

Page  
Break



# Town of Sturbridge

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

Date: 11 December 2019

To: Sturbridge Tourist Association; Jeff Bridges, Town Administrator

Subject: Economic Development – 2020 Goals

Below are the goals that I have set for this office in 2020. These have been formulated based on input from supervisors as well as my own personal objectives.

The goals are in no particular order.

## **A) Implement year one findings from the branding and marketing report conducted by Open the Door, Inc.**

### **Summary**

The STA is investing approximately \$60,000 in FY 2020 to develop a town brand and a subsequent three year marketing strategy. The purpose of this report is to provide the STA with the guidance necessary to identify the town's tourism audiences, and then market directly to those consumers. The end product from Open the Door (OTD) is expected to have a three year plan for the Town to market to those consumers. I will follow OTD's guidance and implement those marketing plans.

### **Action Steps**

- 1) Support Open the Door as they complete their reports (anticipated winter/early spring 2020);
- 2) Rollout initial recommendations of OTD using the STA's remaining FY 2020 funding;
- 3) Continue implementing marketing recommendations of OTD through end of CY 2020 using STA FY 2021 funding.

## **B) Work on updating Chapter 4, Economic Development, of the Town's Master Plan using the reports published by consultants in FY 2021.**

### **Summary**

In 2011 the Town adopted its latest iteration of the Master Plan. Since that time most chapters of the plan have been updated to reflected changes in the community. Unfortunately the economic development chapter has not seen such an update.

Thankfully though the Town has hired two consultants, Open the Door and McCabe Enterprises, for projects in FY 2020 that can provide the background and comparative data necessary for the proposed update. My office shall work with the Town Planner and the Planning Board to make those updates.

### **Action Steps**

- 1) Support both consultants as they finalize their reports;
- 2) Review and redline the current version of the economic development chapter of the Master Plan;
- 3) Coordinate with the Town Planner and the Planning Board to re-write and adopt the revised version of the economic development chapter.

### **C) Support the implementation of a façade improvement program for Sturbridge Businesses (only if funded by Betterment Committee).**

#### **Summary**

It has been noted that some business facades in Sturbridge are in need of updates. In an effort to encourage business leader in town to update their buildings, I am proposing a pilot program that would fund a \$10,000 façade improvement program. This would provide business leaders with up to \$2,000 in a reimbursable grant to make exterior improvements to their business. The hope is that by improving the façades of these buildings, it will encourage more walkability in our commercial corridors and lead to more patronage of those businesses.

That said this goal is contingent upon funding from the Betterment Committee. If this funding is not received, then this 2020 goal should evolve to identify realistic alternate sources of funding and should be delayed until FY 2022.

### **Action Steps**

- 1) Advocate for the program to the Betterment Committee;
- 2) (if supported by Betterment) Form a Façade Improvement Review Committee (FIRC) and develop policies/an application for implementation at the start of the FY 2021 year;
- 3) Promote and advertise the façade improvement program to current and potential business leaders;
- 4) Manage the program and the FIRC.
- 5) (if not supported by Betterment) Explore alternate funding sources for a FY 2022 start.

### **D) Support the creation of a new community event in Sturbridge.**

#### **Summary**

In the 2019 calendar year, the Special Events Committee has created and supported a number of events included an April Community Bonfire, the Home of the Brave 5k, and the Sturbridge Farmers Market. These have provided Sturbridge with events that have bolstered community spirit and have brought hundreds if not thousands to our community. In an effort to continue this trend, Sturbridge must come up with new and exciting programs to draw crowds to our community.

### **Action Steps**

- 1) Continue working with Special Events Committee, encouraging the creation of new community events in town;
- 2) Support the implementation of any new community programs proposed by the Special Events Committee.

### **E) Engage businesses by restarting the business visitation program in Sturbridge.**

#### **Summary**

Several years ago, I managed a business visitation program in Sturbridge. This brought town leaders and staff to a local business for a brief visit where they can meet with a business leader and better understand what that business does in Sturbridge. This was also an opportunity for business leaders to talk directly with town leadership, leading to constructive dialogues on a variety of matters. Due to a lack of interest the program slowed and eventually stopped. This program has been dormant for too long and should be restarted.

#### **Action Steps**

- 1) Advertise to local businesses the business visitation program;
- 2) Arrange visits with local businesses.

### **F) Participate in the Sturbridge Citizens Academy.**

#### **Summary**

It is a goal of the Town Administrator this year to restart a Sturbridge Citizens Academy. This service would teach a group of citizens various aspects of local government. To that end, I have been asked to present to this group and teach what the office of Economic Development and Tourism does.

#### **Action Steps**

- 1) Prepare a presentation highlighting the various duties and initiatives of the office of Economic Development and Tourism;
- 2) Present to the Sturbridge Citizens Academy.

### **G) Engage businesses by restarting the Business Classes program.**

#### **Summary**

My office has periodically hosted a gathering of business leaders where I would bring in a subject matter expert to help provide some 'continuing education' for business leaders on a relevant topic. This has included emergency preparedness, health inspections, signage, marketing, etc. These have provided business leaders with education that helps to provide clarity for the Town's processes. This program has continued over the years but it has slowed with time. In 2019 there were only two offered, in 2020 it would be better to see one per quarter.

#### **Action Steps**

- 1) Work with Department Heads, subject matter experts, etc. to identify class instructors;

- 2) Identify subjects that business leaders want to learn about;
- 3) Organize classes and advertise meetings to local businesses.

DRAFT

Page  
Break

---

From:  Christina Pappas <cpappas@openthedoor.biz>

Wed, Dec 11, 2019 1:43:46 PM



Subject: Re: Checking In

To:  **Kevin Filchak**

Cc:  <brianamedy@yahoo.com>

Attachments:  Attach0.html / Uploaded File

7K

---

Hi Kevin

All is well.

I've talked to everyone on the list who wants to talk to me except Jeff Ardis – I haven't heard back from him but would love to get his input if he's interested.

We're starting on the secondary research – trends, comparable destinations, etc – and the consumer research will be wrapped up by early next week and we'll have results by the end of the month so that we can start to craft the plan and the brand.

Let me know what else you need from me!

Chris

**From:** Kevin Filchak <[kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)>

**Date:** Wednesday, December 11, 2019 at 9:36 AM

**To:** Christina Pappas <[cpappas@openthedoor.biz](mailto:cpappas@openthedoor.biz)>

**Cc:** <[brianamedy@yahoo.com](mailto:brianamedy@yahoo.com)>

**Subject:** Checking In

Chris,

Hope all is well. The STA is meeting next week and I am hoping to give them a quick update on how our project is going. Just wanted to touch base and see what I can share with the members.

Thank you.

Best,  
Kevin

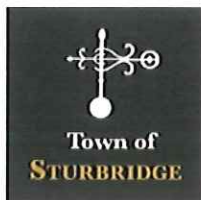
~~~~~

Kevin Filchak, M.P.A.

Town of Sturbridge

Economic Development and Tourism Coordinator

Page  
Break



# Town of Sturbridge

Economic Development & Tourism Coordinator

Kevin Filchak, M.P.A.

Date: 25 November 2019

To: Board of Selectmen

CC: Sturbridge Tourist Association; Jeff Bridges, Town Administrator

Subject: Annual Update to the Board of Selectmen

This year has proven to be a strong year for economic development in Sturbridge. There are many reasons for this, some of which are detailed below for the Board's review. In an effort to keep this memorandum concise, each accomplishment from the past year is only briefly overviewed. However if a member of the Board would like more detail on any of the items discussed below, please ask and that information can be provided. I have also provided my ten goals for 2019 and what the statuses of those goals are at the end of this year.

A final note, in the new year I would also encourage the Board of Selectmen, in their conversations with local business leaders, to direct and encourage businesses to contact my office. The Office of Economic Development and Tourism is here to support all business in Sturbridge. The more opportunity for dialogue with business leaders, the better chance we have to support and grow our local economy.

## Accomplishment in 2019

### Annual License Renewals

I helped to coordinate the inspectional services departments to update the annual license renewal process. This entailed redesigning the renewal packet, coordinating meetings with departments and ultimately sending out the renewal packets to over one hundred businesses. I would like to give full credit to the administrative assistants who have overseen the subsequent processing of the packets.

### Board of Health (BoH) – Chokesafe and ServSave Class (14 January)

In an effort to help restaurants become compliant with Health requirements, I coordinated a Chokesafe and ServSave course with the BoH and the Fire Department. We had over fifteen participants sign up for the course which was taught by Lt. Riendeau.

### Branding and Marketing Strategy Development

This year the Sturbridge Tourist Association has dedicated approximately \$60,000 to the development of a town brand and a three year marketing strategy. This required me to develop an RFP which was open during the summer and to negotiate with the vendor once selected. The chosen vendor is Open The Door Inc. out of Boston and by the end of the fiscal year they shall provide the town with a new brand, and a marketing strategy to promote it.

### Business Advocacy Group (BAG)

Started in late 2017 as a focus group, the BAG evolved into a business advocacy group that organized and managed a Sturbridge shuttle pilot program in the fall of 2018. The program proved to be a good proof of concept, but a lack of support for the BAG and the lack of financial support for the shuttle meant that the group and the shuttle program disbanded in February.

### Business Breakfasts (10 September & 12 March)

I have continued to host the now twice annual business breakfasts for business leaders in our community. This year we held a winter breakfast at the Comfort Inn and then hosted the fall breakfast at the Town Hall. Attendance has been around fifteen to twenty people per event.

### Business Directory

My office has coordinated with the Town Clerk and other relevant town departments to consolidate our various business lists into one canonical list. The list was created and launched in the fall.

### Business License Updates

I worked with the Town Clerk to update the business license form to make it easier for owners/managers to complete and file. Several versions were developed and a final version is now in use and available on Town Clerk website.

### Business Network International (BNI) Presentation (24 January)

I was invited and subsequently spoke to the members of the BNI in January and provided an overview of Sturbridge and its economic development initiatives.

### Business of the Year Award

I have coordinated with the STA to create a Business of the Year award for tourist businesses in Sturbridge. Nominations are now open and available on the Town's website for anyone to put forward the name of a local business that has achieved something great in 2019. There are four categories for consideration including shop, eat, stay and play with nominations closing on 13 December.

### Business Visitations

Over the past year I have visited with numerous businesses. These have included ribbon cuttings, phone calls, in person meetings to discuss specific issues, and general check-ins. I am available to meet with businesses anytime at their convenience and I encourage businesses to speak with me.

### Central MA Regional Economic Development Council Engagement Session (30 May)

I attended and participated in Lt. Governor Polito's spring listening session in Worcester. There I made the successes, concerns and ideas of Sturbridge known to the Commonwealth's representatives.

### Commonwealth Community Compact (CCC) – Best Practices

After being denied a DLTA grant, I applied for and was subsequently awarded an approximately \$25,000 CCC grant to conduct an economic development self-assessment and benchmarking study. Through a quote solicitation we hired Kathleen McCabe, a consultant out of Boston, to conduct this study and her work is ongoing. Results will be in before the end of the fiscal year.

### Community Bonfires

This year the Special Events Committee held a spring bonfire on 25 April, which proved to be a major success with an estimated two-hundred plus people in attendance. A fall bonfire was planned but due to the EEE warnings was cancelled twice. Another bonfire is planned for the spring of 2020.

### Façade Improvement Program

I am currently preparing to apply for a \$10,000 Betterment allocation in FY2021 to create a façade improvement pilot program. The goal is to help improve the facades of Sturbridge businesses, primarily in the Commercial Tourist District to help improve the aesthetics of the corridor. This may have the added benefit of increasing the walkability of the area.

### Farmers Market

This year the farmers market has moved to be more autonomous so as the year progressed I had less oversight of the program. However I did help to get the program started in the early winter, leading to a successful season. The volunteers for the market are dedicated and motivated and truly make that event special.

### First Impressions

In the early winter I concluded our First Impression's exchange program by visiting Williamstown with the STA chair to share our findings on their community. This program was beneficial and a follow up visit with Williamstown should be conducted in the future.

### Harvest Festival and AAA Travel Show

This year I attended the Harvest Festival in October and the AAA Travel Show in March to promote Sturbridge to the patrons of those events.

### Home of the Brave 5k

On 16 November the Special Events Committee, Veterans Agent and the Friends of the Senior Center hosted the Home of the Brave 5k to honor our local veterans. It was a great event and should be repeated again. Full credit must go to Christine Neslusan, the race director, for her dedication and devotion to this race and the cause.

### Marketing

This year the STA has promoted the Town of Sturbridge and its businesses in publications such as *Worcester Magazine* and *Yankee Magazine*, online via social media, and with its printing of area guides and the second edition of the trail guides. The STA has an approximately \$17,000 marketing contract with Discover Central MA to promote Sturbridge this fiscal year.

### MassDevelopment and the Massachusetts Office of Business Development

I have had the opportunity to meet and work with both the Massachusetts Office of Business Development (MOBD) and MassDevelopment this year. MOBD has been a consistent point of contact as we work towards a fourth TIF agreement in Sturbridge, this time with Sturbridge Metallurgical Services. MassDevelopment came out in November to conduct a roundtable with local banks to make them aware of the resources available to them.

### Monthly Newsletters

Every month I produce two newsletters. The first is a newsletter detailing all of the events in Sturbridge that month, the second covers anything that may be relevant to business owners that month. These are available on the [sturbridge.gov](http://sturbridge.gov) website under the Business and Visitor sections.

### Regional Committees

I currently serve as the Vice-Chair of the Central Massachusetts Metropolitan Planning Organization (CMMPO) – Advisory Committee. I also serve on the Board of Directors for Discover Central Massachusetts.

### Route 15 and Charrette

As per a goal of the BoS, the Town Planner and I worked to investigate the zoning in the Route 15 corridor. We held a charrette in April and worked with the Planning Board to develop a proposed set of zoning changes that will be reviewed and voted on at an upcoming Town Meeting.

### Senior Center Visits (9 September)

On 9 September I visited and spoke with Sturbridge Seniors to share what the Town has been working on and to hear their thoughts and ideas. This is something that I try to do with the seniors every few quarters.

### Sign Inventory

As per a request from the Design Review Committee, I helped the Planning Department and the Zoning Officer inventory the Commercial and Industrial signs in Sturbridge. I went out during the spring and have photographed a majority of business signs in Town.

### STR Reports

The STA continues to receive and monitor hotel occupancy data each quarter from STR, Inc. This year showed a decrease in occupancy that is mirrored at the state level.

### Sturbridge Tourist Association

The STA has been actively working to become a more proactive group in the time that I have worked with them. They have accomplished much in 2019, most of which is detailed in this memorandum.

### TIF Policy Update and Support

This summer I updated the BoS's TIF policy to become a Tax Incentive Policy which better reflects the tools available to the Town. Additionally I have been supporting Sturbridge Metallurgical Services as they prepare to move forward with the expansion of their facility in the Technology Park.

### Website Maintenance and Twitter

Throughout the year I have managed the websites of several committees, and overseen the town's business and visitor websites. Furthermore I continue to manage the Town's twitter account @visitsturbridge.

### Review of Goals for 2019

Below are the goals that I developed with then interim Town Administrator Kozak for 2019. I have added a brief synopsis of where I stand with each goal at the end of 2019.

1. Create a more integrated approach to economic development within the Town that better incorporates all departments, specifically the office of Economic Development and Tourism

- a. The Economic Development office has partnered with a number of different departments throughout the year on large scale projects (i.e. Signs, Route 15, and Annual Licensing).
2. Enhance ways in which the Town can have more current information on local businesses
  - a. My office has worked with the Town Clerk and other departments to develop comprehensive and canonical lists of businesses in Town. We also work to have a positive relationship with businesses in Town.
3. Create and implement a long term marketing strategy for the Town of Sturbridge and do so in coordination with our regional partners
  - a. Currently underway through the STA's branding and marketing study with Open The Door.
4. Establish a business recognition program that highlights the excellence of the Sturbridge business community
  - a. Currently accepting nominations for Sturbridge Business of the Year; awards will be conferred towards the end of 2019 or at the start of 2020.
5. Explore, and if possible, create, a business façade improvement pilot program that brings a sense of cohesion in the Route 131 and Route 20 corridors
  - a. Currently developing a bid for a Betterment allocation to fund said program.
6. Develop a long term strategy to revitalize the Route 15 area into an economically viable corridor for the town
  - a. Coordinated with Town Planner to update the zoning in the corridor after research and public participation.
7. Develop a viable Sturbridge makerspace that is open and available to the public
  - a. Currently on hold due to a lack of facility space in Town.
8. Identify ways in which the Town can better promote available commercial and industrial sites for development
  - a. Continue to promote available properties on the Town's business website.
9. Continue to engage with and enhance partnerships between town and those regional entities involved with Economic Development and Tourism
  - a. Continue to serve on multiple regional committees and coordinate/actively participate with regional entities.
10. Maintain a consistent dialogue with local businesses.
  - a. Consistently email, speak and meet with business owners throughout the year.

Thus with the exception of goal number seven, all other goals for 2019 have been met or are currently underway.

## Summary

As was stated at the beginning, Sturbridge is making positive strides economically. The Town is continuing its efforts working to be a strong business partner and progress is being made. There is always more that can be done, which is why boards and staff are working to build and maintain positive working relationships with business leaders in Town. I will reiterate that it is important for businesses to speak with the Town, especially if they are having difficulties, because we may be able to provide support and guidance. All told, we are optimistic for 2020 and feel that it will be an excellent year for Sturbridge.

---

## 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, see above, 508-347-2761

Name of project or event \*

30th Annual Harvest Festival

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

Town Common, Oct. 19 & 20, 2019, 10-5 and 11-4 respectively

## Total funds requested by applicant \*

\$7760

## Total funds allocated by STA \*

\$4460

## Total funds spent by applicant \*

\$6609.73 without staff or volunteer time

## Have all the bills been paid? \*

☒ Yes

☐ No

## Briefly describe your project or event

Annual 2-day, family festival with crafters, music, magic, food and games

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

Sponsorship from STA is essential for this event to occur

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

Attendance and vendor feedback. Yes, it was a very busy weekend, largely believed to be the best attended Harvest Festival weekend ever

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

We need more volunteers, but mostly the event went very smoothly

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

It worked well. Thank you.

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

This content is neither created nor endorsed by Google.

Google Forms