STURBRIDGE
MASSACHUSETTS

Page Break

Contents:

1. STA Agenda
2. Minutes for September 15 Meeting
3. Financial Balance Sheets

Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Meeting Agenda
Wednesday, October 12, 2022 – 6:00 p.m.
Center Office Building – 301 Main Street, 2nd Floor
Sturbridge MA 01566

1. Call to Order

2. Approval of Previously Submitted Minutes:

    a. August 24, 2022
    b. July 14, 2022
    c. June 8, 2022

3. Review of Minutes for Meeting of September 15, 2022

4. New Business
    a. Discussion and Review of Sturbridge Tourism Marketing Ideas, Methods and Goals
    b. Discussion/ Consideration of Request for Community Support Funding – Home of Brave Race

5. Old Business

5 Financial Report

6 Next Meeting: Wednesday, November 9, 2022

6. Adjournment

Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Monthly Meeting
Thursday, September 15, 2022 – 6:30 P.M.

Members Present:
Nick Salvadore
Sandra Gibson-Quigley
Jasmine Bell
Peter Champagne
Chris Tieri

Guests:
Tom Chamberland, Sturbridge Trails
Fran Kefalas, Assistant Director, The Last Green Valley
Chris Pappas, Open the Door
Wendy Davis, Doll and Bear Show

Staff Present:
Terry Masterson, Economic Development/Tourism Coordinator

Meeting Open
Nick Salvadore opened the meeting at 6:35 p.m. and welcomed everyone.

Conversation with Tom Chamberland
Tom Chamberland, the former STA Vice Chair joined the meeting to review various issues pertaining to his current work on the Sturbridge Trails and tourism. Tom reviewed that 6103 people were counted by the trails markers for August 2022 which was less than last August. Tom also reviewed the Trail Guide which he said was running low and a new re-printed trails brochure. Tom suggested that the Trail Guide will be a candidate for re-printing next year. Sandra and Tom discussed posting these materials in the Library.

Tom reviewed the value of the $50,000 tourism grant from Rep. Smola and noted that he had briefed the new Town Administrator (TA) Robin Grimm about the 501 Main Street Project which will connect Main Street to the Grand Trunk Trail. Tom noted that the TA was supportive. Overall, Tom noted that Sturbridge possessed 30 miles of trails with a goal of 50 miles.

Route 20 Parking Lot and Connection to the Grand Trunk Trail
Tom and Sandra discussed the 501 Main Street potential project which would connect a town owned parcel on Route 20 with an planned extension of the Grand Trunk Trail. The vacant parcel would, if realized, become a parking lot so that visitor could park in a retail corridor to enjoy the trails and shop. Sandy asked what was approved at the June 2022 Town Meeting and Tom replied that it was to approve this vision.

Conversation with Fran Kefalas, Last Green Valley
Fran Kefalas, the Assistant Director or Last Green Valley (LGV) joined the STA meeting to review their operations and goals. Fran distributed LGV tote bags with inserted materials and noted that LGV stewards thousands of acres of open space from Connecticut into Massachusetts. 84% of their acreage is forest, farmland and working forests. Fran conveyed that these open acres are large tourism and economic development assets. The overall message is to "Come visit and spend local".

Fran also reviewed LGV's use of CTM, the brochure rack business. LGV has brochures distributed through the CTM network into MA, CT, RI and Boston. The cost is $4500 per quarter or $18,000 per year. Fran noted that the costs also included printing 25,000 Explorer Guides and 15,000 Walktober brochures. Sandra inquired about how STA can partner with LGV. Fran noted that the "Taste of the Valley" fundraiser is an important event for LGV.

Sandra asked if STA could contribute a one time fee and Fran replied that this was possible with an October of December time to pay for this.

STA Tourism Grant Request: Wendy Collins Doll and Bear Show

Wendy Collins appeared to request funding support for her October 2nd Doll and Bear Show. Sandra inquired about how the Sturbridge promotional message is presented in her advertising. Wendy distributed mail in cards with the Sturbridge logo on them. Sandra also asked if a Sturbridge tourism sign could be installed at the show and Wendy agreed. Nick offered the view that the tourism grants were valuable for helping businesses start up or recover from a downturn but should not just be automatic annual renewals. Wendy pointed out that the costs of having her event at the Host had risen 50%.

Motion:	To grant $2,000 to the Wendy Collins Doll and Bear Show..
	BY: N Salvadore SECOND: C Tieri
Vote Record:	**Yes:** Gibson-Quigley, Salvadore, Bell, Tieri, Champagne
Outcome:	Approved 5-0

Marketing and Web Site Conversation with Chris Pappas

Chris reported that she was working on the consumer survey and encouraged everyone to submit content for social media postings and also suggest events. Chris also noted that itineraries had been updated as well. The results from the MOTT Grant showed that traffic had been driven to the web site. August was a quiet month but that September may be different. But much of the increased tourism spending was due to pent up demand as a result of consumer not spending during the Covid months.

Discussion of Consumer Survey

Chris Pappas (CP) and Chris Tieri (CT) discussed the consumer survey. CT encourage a larger audience for a survey above 200. Chris agreed and said that the current participation levels were a start for continued growth

Web Site Visitors.

Jasmine noted that the tourism web site is not appearing at any high levels on Google searches. CP replied that Google measures activity in different ways but continued and increased cross promoting along with other efforts will generate healthy participation rates Chris also noted that the efforts to establish Sturbridge in the destination marketing arena has just begun. CT asked about the potential of Google Ads and asked about costs. CP said costs could be $500 per month.

Experience Sturbridge Link on Town Web Site

Jasmine inquired about the transfer of the link to the tourism web site from the top menu bar of the Town web site. Terry noted that he had relayed this question to the IT Director since Terry had arranged for the site to be positioned in this top position. The response was that another topic had been placed in the top menu bar but that this would be looked at again.

Business of Month

Jasmine suggested that a business of the month effort be undertaken which would be communicated through the web site and social media.

30 Second TV Ads

CT asked about 30 second TV ads CP said it would be possible to order small ad buys with WCVB. CT also noted the new OSV "Asset Page" offering of photographs for public and business usage as an outcome from an OSV grant from MOTT.

New Photographs

CP suggested that an effort be undertaken to professionally photograph Sturbridge businesses, landmarks and attractions for the web site and other PR purposes. CT suggested a photo contest. Peter suggested a local landscape photographer named Jim Hennessey.

Newsletter

Sandra raised the topic of a newsletter. CP said that the strength, content and frequency of a newsletter was up to the STA to decide. CT expressed her view that more discussion would be worthwhile.

Workshop

CT suggested that the STA conduct a global conversation on marketing and the web site at the October meeting. Nick concurred and noted that with the opening of the web site complete there was value in identifying the next steps.

General Discussion

CT noted that after the Workshop there would be value in discussing the implementation of the goals for marketing and the web site. CT expressed her view that the Summer 2022 MOTT campaign merited some review of the campaigns viewership figures to see how effective it was. Pete asked how everyone viewed what Sturbridge's "core businesses" were. Hotels? Restaurants? Specialty Shops?

Budgetary Motions

Payment to Open the Door for Web Site Services

Motion:	To direct $11,250 to Open the Door for web site services for the months of July, August and September as originally allocated by STA in FY22.
	BY: S Gibson Quigley SECOND: P Champagne
Vote Record:	**Yes:** Salvadore, Gibson Quigley, Champagne, Bell, Tieri
Outcome:	Approved 5-0

Payment to New York Times

Motion:	To expend $7540.00 to the New York Times representing the STA commitment to match 20% of the Summer 2022 $48,000 MOTT grant.
	BY: N Salvadore SECOND: S Gibson-Quigley
Vote Record:	**Yes:** Salvadore, Gibson Quigley, Champagne, Bell, Tieri
Outcome:	Approved 5-0

Funding for Outdoor Banner Signs

Motion:	To allocate up to $500.00 to fund the purchase of two outdoor banners promoting the Town and the Experience Stubridge web site for use at the upcoming Harvest Festival and other future events.
	BY S Gibson-Quigley SECOND: P Champagne
Vote Record:	**Yes:** Salvadore, Gibson Quigley, Champagne, Bell, Tieri
Outcome:	Approved 5-0

Next Meeting

Nick Salvadore noted that the next meeting will be Wednesday, October 12, 2022.at 6:00pm

Last Updated: 10/6/2022 at 2:11 PM

Sturbridge Tourist Assoc. | Fiscal Year 2023 Budget: September 15, 2022

Account	Account #	Original Total	Revenue Adjustments	Revised Total	Expenditure	Current Total Balance
Community Support	24400 56552	$ 29,000.00		$ 29,000.00		$ 29,000.00
Marketing and Advertising	24400 56551	$ 112,978.00		$ 112,978.00		$ 112,978.00
Benefits	24400 51210	$ 8,300.00	$ -	$ 8,300.00		$ 8,300.00
Salaries / Wages	24400 51130	$ 31,471.00	$ -	$ 31,471.00	$ 6,179.96	$ 25,291.04
Tourism	58618	$ -	$ -	$ -	$ -	$ -
Total		$ 181,749.00	$ -	$ 181,749.00	$ 6,179.96	$ 175,569.04

FY 2022 Encumbered Funds*		$5,000.00		$ 5,000.00		$ 5,000.00

	Budget Notes	
	Encumbrances: $5,000.00	
	BOYA Grants: $1,000 x 4 Award Winners	$4,000.00
	DCM Memberships	$1,000.00
	Allocations: $35,000.00	
	OSV Dgital Billboard Program	$10,000.00
	Harvest Festival	$5,000.00
	New Year's Antique Show	$5,000.00
	Web Site Digital Admin	$15,000.00

	List of STA Budget Expenses	**FY 2023**		
	Note: This list is for planning and	**Opening Balance:**	Marketing	$112,978
	awareness purposes. This may or		Comm Supp	$29,000.00
	may not be a total list of expenses		**Total:**	**$141,978**
	but offers a good future view			
	Expense Item	**Cost**		
	Allocations:		$10,000.00	
	OSV Digital Billboard Ads	$10,000.00		
	STA Local Grants		$24,500	
	Herbfest	$3,000.00		
	Pintastic	$8,000.00		
	LGV	TBD		
	Weathervane Ads	$500.00		
	Tour Guide	$5,000.00		
	BOYA Awards	$5,000.00		
	Doll Bear Shows	$3,000.00		
	MOTT Grant			
	10% Match for Grant Award	$9,600.00	$9,600.00	
	Potential Spending			
	Seasonal Itineraries	$7,000.00	$16,000.00	
	Ice Sculpture Request	$5,000.00		
	Farmers Market Musicians	$4,000.00 (Estimate)		
	Traditional Spending			
	STR Hotel Occupancy Reports	$1,950	$16,000	
	Web Site Admin Fees	$1,000.00		
	Annual Tour Guide	$4,000.00		
	Hometown Shopper Ads	$500.00		
	Update Seasonal Itineraries	$6,500.00		
	Discover Central MA	$2,000.00		
	Turley Publications	TBD		
	Southbridge News	TBD		
	Web Site Digital Management			
	Open the Door	TBD		

Community Support Allocations	
Approved by STA	$ 5,000.00
Spent by Recipients	
Unspent Approved Funds	
Unassigned Funds	
Funds Returned to STA	
Total Available Funds	**$ -**

Spent
0%
Assigned
17%
Unassigned
0%

Item	Allocated	Spent	Remaining	Date Approved
Encumbrances:				
Allocations:				
Harvest Festival Oct. 2022	$ 5,000.00		$ 5,000.00	6/8/2022
			$ -	
			$ -	
			$ -	

Marketing Allocations	
Approved by STA	$30,000.00
Spent by Recipients	
Unspent Approved Funds	
Unassigned Funds	
Funds Returned to STA	
Total Available Funds	**$ -**

Spent
0%
Assigned
27%
Unassigned
0%

Item	Allocated	Spent	Remaining	Date Approv
Encumbrances: $5,000.00				
Business of Year Awards 2022	$4,000.00			6/8/2022
DCM Memberships	$1,000.00			6/8/2022
Allocations:				
OSV Digital Billboard Ads	$10,000.00			5/11/2022
Antiques Show	$5,000.00			6/8/2022
Web Site Digital Admin	$ 15,000.00			7/15/2022

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

Marketing and Advertising 24400-56551	
Original Total	$112,978.00
Spent	
Revised Total	$ 112,978.00

Date	Item	Expenditure	Details
FY 2020	**Encumbered**		
FY 2021	**Budgeted Spending**	**$ -**	

Community Support - 24400-56552		
Original Total	$	29,000.00
Spent/Transferred	$	-
Revised Total	$	29,000.00

Date	Item	Expenditure	Details

EDTC

EDTC Salary - 51130	
Original Total	$ 31,471.00
Spent	$ 6,179.96
Revised Total	$ 25,291.04

Date	Item	Expenditure	Details
7/14/2022	EDTC Salary	$ 1,356.76	-
7/28/2022	EDTC Salary	$ 1,205.80	-
8/11/2022	EDTC Salary	$ 1,205.80	-
8/25/2022	EDTC Salary	$ 1,205.80	-
9/8/2022	EDTC Salary	$ 1,205.80	-
	EDTC Salary		-
	EDTC Salary		-
	EDTC Salary		-
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	EDTC Salary		
	EDTC Slary		
	EDTC Salary		
	EDTC Salary	$ 6,179.96	

EDTC Benefits - 51210*	
Original Total	$ 8,300.00
Spent	
Revised Total	

*Billed Quarterly

Date	Item	Expenditure	Details
1st Quarter	Employee Benefits		-
2nd Quarter	Employee Benefits		-
3rd Quarter	Employee Benefits		-
4th Quarter	Employee Benefits		-

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.

STURBRIDGE
MASSACHUSETTS

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3. Memo- Marketing Ahead for All Seasons

Town of Sturbridge

Economic Development/Tourism

September 29, 2022

Mr. Jerome Shea, Director of Strategic Initiatives
Massachusetts Office of Travel and Tourism
Executive Office of Housing and Economic Development
136 Blackstone Street, 5th Floor
Boston, MA 02109

Re: MOTT TTR Grant Final Summary Report

Dear Jere:

The Town of Sturbridge is very appreciative of the $48,000 MOTT Travel and Tourism Recovery Grant. Please note the following: to offer a summary report

Grant Funds Expenditures
Sturbridge commenced a $57,900 advertising campaign (inclusive of our 20% match) that has delivered promotional messaging about Sturbridge throughout New England and New York from June through August of 2022. This digital, print and social media ad campaign was carried by 5 different media outlets and platforms which include the Boston Globe (Boston.com) , Yankee Magazine, Albany Times Union (Upstate Traveler), Local IQ, NY Times.com along with Facebook and Instagram ads.

Outcomes and Quantifiable Details
The table on the next page offers some measurable outcomes of the advertising generated as of August 30. This ad campaign has consistently beamed an attraction message for visiting Sturbridge from May through September. The ad results listed above demonstrate the reach and quantity of our messaging. It is impressive to realize that the Sturbridge and Massachusetts tourism message to going to hundreds of thousands of potential visitors. .

Report Contents
This report includes this cover letter with a Table detailing the viewership results of the ad campaign and a copy of the full report submitted by Open the Door, our marketing consultant.

Center Office Building
301 Main Street
Sturbridge, MA 01566

tmasterson@sturbridge.gov
508-347-2500 ext. 1411 (office)
www.sturbridge.gov

Outcomes and Quantifiable Details (cont'd)

Sturbridge Ad Campaign Results: June through August 2022				
Media	Type of Message	Date Sent	Distrib/ Impres	Clicked/CTR
Yankee/New Eng.com	3 E Newsletters	May- Sept.	69,500 Ave.	Opens: 40,502 * Clicks: 679 CTR: .98
	7 Text Ads	May-Sept.	155,000 Ave	Opens: 105,000 Ave Clicks:240/.16%
	Custom Article: NE Focus		162,703	Opens:98,940 Clicks: 1,126 CTR:.69%
	ROS Digital Ads		440,000	Clicks: 338 CTR: .08
	Facebook Posts		36,731	Engage: 821 Clicks: 349
Albany UpState Travlr	Spring Issue Ad ½ Page	May 26	35,000	
	Fall Issue	August	35,000	
	Digital Display Ads	August	152,808	Clicks: 71 CTR: .05
Boston.com	Banner Ads/3 Campaigns		129,052	235 Clicks – CTR: 19%
	3 E Newsletters		115,940	Opens: 26% Clicks: 901 CTR 2.28%
	Digital Ads		515,000*	Clicks: 1172 CTR: .30% *
Local IQ Digi Marketing	Targeted Digital Ads*	June-Aug	585,431	Clicks: 854 CTR: .15% (0.8% Bench)
	Dig Display Geofencing	June-Aug	368,808	Clicks:465 CTR: .13% (0.8% Bench)
	SEM	June-Aug	65,479	Clicks: 3,491 CTR: 5.33% *
NY Times.com	Digital Ads	June -Sept	212,126	Clicks: 441 CTR: .21%
	Banner Ads July Travel Ltr.	July	665,667	Clicks: 130

* Impressions
* Boston.com Ads: Benchmark .13%
* LocaliQ: Curated Audience: Adults 25 who enjoy history, antiques, travel, festivals,arts
* SEM- Top Keywords for this search are on the Campaign Results page.
* Yankee Newsletter: Average

Economic Impact Measures

There are many signs to show that this ad campaign strongly supported a very active Spring and Summer for tourism in Sturbridge. Some of these indicators are:

Commonwealth Meals and Hotel Spending

Although late Summer Meals and Hotel tax revenue data will not be released until late October, the data for Spring and early Summer show that meals spending has not only returned to Pre-Covid spending levels (2017-2019) but is 20% above those. Hotel room revenue has fully returned to revenue levels from 2017 to 2019.

Hotel Reporting

Hotel occupancy for Spring/Early Summer is 25% above 2021 occupancy and well over 100% above 2020 levels with Covid impacts. Room revenues are robustly well above 2021 levels.

Economic Impact Measures (cont'd)

Anecdotal Information

- At a recent public meeting, a leading Sturbridge hotel and event venue reported that their revenues for 2022 has returned to Pre-Covid levels and that they were confident that the rest of 2022 would affirm their view. Another example is that many annual shows and exhibits have returned to another major Sturbridge Inn and Conference Center.

We appreciate this grant very much for the opportunity it provided for Sturbridge to promote its attractive visitor offerings. Please feel free to reach out with any questions. 508-347-2500 Ext. 1411

Sincerely,

Terry Masterson

Terry Masterson
Economic Development/Tourism Coordinator

AGENDA FOR OCTOBER STA BRAINSTORM MEETING

October 12; 6-8pm

FIRST HOUR: OVERVIEW AND IDEAS
Purpose/Goals
Ultimately: heads in beds (it's what gets us funded)
With that, we

1. Drive tourism traffic (marketing budget)
2. Support local hospitality businesses and events (community budget)

Theme: Experience Sturbridge Like a ... Local.

Audiences and objectives

- Universal (for everyone, residents, businesses, tourists): Bolster image of STA
- Tourists (defined from Open Door research and OSV visitor research)
- Town Hospitality Businesses: Support local businesses, gain their trust, encourage participation (make it easy)

Marketing/Promotion

- Chris to discuss marketing best practices plus current observations
    - Measuring activity
    - Using local talent
    - One-stop shop
    - Keep it simple, don't try to do too much, volunteer board
    - Businesses aren't participatory, don't work together well, need to start small
    - Learning from OSV research and regional draw
    - Don't spread ourselves too thin – start closer and move out
    - Review of Open Door results from last campaign

Brainstorm:
List existing initiatives for each audience and the ones most recently discussed plus any new

- Universal (for everyone, residents, businesses, tourists)
    - Online properties: website, social media (FB, insta)
    - Assets: photography and content
- Tourists
    - Advertising out of market
- Town Hospitality Businesses
    - Terry making the rounds
    - Business newsletter (frequency?)
- How do events fit in?
    - Harvest Fest
    - Tourism Business Summit with OSV (new idea)

SECOND HOUR: PUTTING IDEAS INTO ACTION

Overview of existing budget and plans

- Review current budget
- Prioritize initiatives
- Review current marketing plan from Open Door
  - What are we paying for monthly now
  - What do we want to pay for monthly
  - How are we measuring the marketing efforts?
- Discuss how to use $50K grant
  - What are parameters (when does it need to be used by, and what for specifically)
  - E.g. Use $50K to drive people to website – coupon page – need to work with town for summer coupons. See how many get downloaded

- Map out updated action plan for:
  - Nov-Dec
  - Jan-Feb
  - Mar-Apr
  - May-June
  - NEXT FISCAL

LAST 10 MINUTES

- Take care of ongoing STA business
  - Vote on any outstanding regular items
  - Etc.

Sturbridge Tourist Association

A Committee of the Town of Sturbridge

September 27, 2022

To: STA

Fr: Terry

Re: **Marketing Seasons 2022-2023**

We are approaching the Winter Season for 2022 and the Spring, Summer and Fall Seasons of 2023. The boxes below are left vacant to create discussion and thought. There are important financial revenue issues detailed on page 2.

Seasons

Winter 2022
Spring - Summer 2023
Fall 2023

Funding Sources

The existing and potential funding sources for FY 2023 deserves a discussion as one considers how to spend appropriately through the Fall of 2023.

State Legislature Grant - $50,000

We are awaiting the paperwork to start the grant administration process. There are a lot of questions to ask about this grant. One is about the permitted uses and time line of the funding. Our letter of request detailed that this grant would be applied to digital marketing to support the web site. We may be bound by that or not.

STA FY 2023 Budget -

Please see the table below and note the low available balance.

Budget Fund	Available Amount	Allocations/Expenditures
Community Support: $29,000	$24,000	$5,000 Harvest Fest
Marketing/Ad: $112,978	$26,738	**Total Dedicated: $86,240** $15,000 – Open Door (July – Oct) $24,000 to $32,000 Web Digital Services? $10,000 – OSV I-90 Ads $7540 – NY Times Ads – Grant Match MOTT $5,000 - Antiques Show $9000 – BOYA & Tour Guide $2000 – DCM Regional Tourism $2000 – Hotel Occ Reports $1700 - Herbfest _____? – HerbFest Potential Second Award? $2000 – Doll Bear Show Oct 2022 _____? – Doll Bear Show June 2023

MOTT Tourism Grant FY 2023

This Winter the MOTT Office will probably offer another round of annual tourism grants. Some questions to ask now are:

1. Do we apply for another marketing campaign?
2. Or another tourism need?
3. Will MOTT avoid awarding grants annually to the same grantees?
4. Should OSV and STA apply together for a grant?

MOTT Destination Capital Grants

These grants are for physical improvements to tourism assets. In 2022 we prepared a grant application for the 501 Main Street Trails Connection Project and may file this. Or we may consider other tourism assets that could benefit from this grant. Perhaps another trail project or improved outdoor signage for local shops and restaurants.

State Legislature Grants

Since we have won a grant for FY 2023 it may not be the best to apply again in FY24 but worth asking our state rep. Perhaps FY25.

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Contents:

Reports from Open the Door:

1. September Activity Report

OPEN the DOOR
ACCESS THE WORLD

TO: Terry Masterson

FROM: Chris Pappas

DATE: September 30, 2022

RE: Sturbridge Marketing – September, 2022

Following are some of the marketing activities that Open the Door has undertaken on behalf of Sturbridge tourism during the months of September:

- Stakeholder & Consumer newsletters:
  - Developed Strategy for content development & distribution
  - Outlined Content Calendars for Stakeholder Newsletters & Consumer Newsletters
  - Drafted copy for consumer newsletter

- Participated in STA Call
  - Presented information on:
    - Consumer survey: https://www.surveymonkey.com/r/CVDCVKF
    - Stakeholder & consumer newsletters

- Events:
  - Updated events on www.ExperienceSturbride.com
  - Research events on targeted sites, twice monthly, including, but not limited to:
    - Rapscallion
    - Altruist Brewing
    - Brimfield Winery and Cidery
    - Brookfield Orchards
    - Breezeland Orchards
    - Hamilton Rod and Gun Club
    - Sawdust Coffee House
    - Sturbridge Host Hotel
    - OSV
    - Table 3 Group
    - Chamber of Central Mass South
    - Publick House
    - Discover Central Massachusetts

- Reviewed website analytics weekly:

Sturbridge Website Analytics										
					Channnels					
2022	Users	New Users	Sessions	Pageviews	Organic Search	Social	Direct	Paid	Referral	Display
April	500	492	672	2525	75	301	70		58	
May	2071	2046	2388	6857	273	225	186	858	135	413
June	5646	5570	6258	11661	905	49	663	2372	236	1435
July	6419	6262	7262	12768	1986	155	893	2096	248	1044
August	3495	3423	3961	7601	864	316	495	764	151	914
September	2162	2134	2542	4448	1052	775	260	1	64	12
YTD	20,293	19,927	23,083	45,860	5155	1821	2567	6091	892	3818

- Placed Facebook & Instagram Ads promoting Sturbridge during the month of September. Results include:
    - Total Followers: 588
        - 77% women/23% men
        - 23% women ages 45 – 54, 20% women ages 35 - 44
    - Post Reach: 82,180
    - Engagement: 2,088
    - New Likes: 23
    - New Followers: 31
    - Page visits: 419
    - Reactions: 160
    - Shares: 13
    - Clicks to Website: 1016

- Created Spring/Summer 2022 Campaign Results Report for submission to MOTT

- Reviewed website analytics weekly:

Sturbridge Website Analytics										
					Channnels					
2022	Users	New Users	Sessions	Pageviews	Organic Search	Social	Direct	Paid	Referral	Display
April	500	492	672	2525	75	301	70		58	
May	2071	2046	2388	6857	273	225	186	858	135	413
June	5646	5570	6258	11661	905	49	663	2372	236	1435
July	6419	6262	7262	12768	1986	155	893	2096	248	1044
August	3495	3423	3961	7601	864	316	495	764	151	914
September	2162	2134	2542	4448	1052	775	260	1	64	12
YTD	20,293	19,927	23,083	45,860	5155	1821	2567	6091	892	3818

Terry Masterson

From: Michael Sperling <mike@sperlinginteractive.com>
Sent: Tuesday, August 30, 2022 9:38 PM
To: Terry Masterson
Cc: Christina Pappas
Subject: Re: Web Site Question

Since January you have had 20,708 visits to the website. You have had 2,805 pageviews for events.

Yes, the current system is already built out to categorize events. On the right hand side when you add events there is a category area where you can add them.

On Tue, Aug 30, 2022 at 7:08 PM Terry Masterson <tmasterson@sturbridge.gov <mailto:tmasterson@sturbridge.gov> > wrote:

Mike –

A member of our tourism board has asked if we can learn how many visits go to the calendar pages? He also asked if visits to the calendar pages can be categorized. I believe you had said that this option already exists in the site now?

Thanks, Terry

STURBRIDGE
MASSACHUSETTS

Page Break

Contents:

- Sturbridge Tour Guide: Reprint Prices
- Possible Give Away Items: Prices for Tote Bags

Terry Masterson

From: Kelly Tourtellotte <kelly@gdpublishing.com>
Sent: Thursday, September 15, 2022 3:20 PM
To: Terry Masterson
Subject: Re: Additional Copies of Sturbridge Area Guide

Hi Terry, I just wanted to let you know the prices of printing have gone sky high.

This quote was sent to me on August 1st and it expires 60 days from that date. If you decide you want to wait on extra copies it could be double or even triple the cost. It's crazy I know...but that is the reality...making our job almost impossible. Let me know what you decide. Thanks, Kelly

On Tue, Aug 2, 2022 at 12:56 PM Kelly Tourtellotte <kelly@gdpublishing.com <mailto:kelly@gdpublishing.com> > wrote:

Hi Terry, please find the quotes below and let me know what you would like to do. Thanks, Kelly

QTY - 1000 @ $2022 + 211.50 in freight (This quantity will ship UPS)
QTY - 2000 @ $2437 + 649.00 in freight (This quantity will ship LTL)

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

Kelly Tourtellotte
Global Design & Publishing, LLC
Putnam, CT 06260
860-382-3832 Cell
kelly@gdpublishing.com <mailto:kelly@gdpublishing.com>

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kelly@gdpublishing.com <mailto:kelly@gdpublishing.com>

Terry Masterson

From: Nick Velles <nick@tlgv.org>
Sent: Monday, September 26, 2022 10:45 AM
To: Terry Masterson
Subject: RE: Tote Bags

Hi Terry—we use Chase Graphics in Putnam for a lot of our promotional items, including the tote bags. Our contact there is Jenn, jennifer@chasegraphics.net <mailto:jennifer@chasegraphics.net> . Most recently we ordered in March and they were $2.71 per bag, 500 qty minimum with 100 minimum per color. The imprint size is a bit smaller than I'd like but it works. People do like them as giveaways, and usually we try to get $1 or $2 per bag selling them at fairs. So yes we end up losing a little per bag at this point, but it's really a give away like you said. Years ago I think we were one of the first to have them and people really loved them then, now they are far more common but people do still take them quite a bit.

Nick Velles, CPA

Financial Officer

The Last Green Valley, Inc.

P.O. Box 29

203B Main Street, 2nd Floor

Danielson, CT 06239

860-774-3300

www.thelastgreenvalley.org <http://www.thelastgreenvalley.org/>

From: Fran Kefalas <fran@tlgv.org>
Sent: Monday, September 26, 2022 10:13 AM
To: Terry Masterson <tmasterson@sturbridge.gov>; Nick Velles <nick@tlgv.org>
Subject: Re: Tote Bags

Sure Terry. I have cc'd Nick Velles, our finance director who orders all of our merchandise.

Nick, can you please share the information on our totes?

STURBRIDGE
MASSACHUSETTS

Page Break

Contents:

1. Grant Request: – Home of Brave Race
2. Possible Request: - Halloween Fun Run
3. Ad Proposal – Turley Publications

Turley Publications, Inc.

Sturbridge Tourist Association
308 Main Street
Sturbridge, MA 01566

To the members of the Sturbridge Tourist Association Board,

My name is Dan Flynn and I am the Advertising Representative for Turley Publications, based locally in Palmer, MA.

We will be distributing a very popular promotional supplement on November 16th through our 12 weekly publications titled the Holiday Dazzler. This supplement contains advertisements, calendar events and holiday themed editorial content. We distribute the Holiday Dazzler throughout three geographic zones. I have included an information sheet with this letter as well as last year's Holiday Dazzler.

Within the Quabbin and Suburban zones, several communities have made geographic destination pages, including Ware, Barre and the White Christmas in West Brookfield.

Currently, we have several Sturbridge based advertisers, including Old Sturbridge Village, Alternatives for Health and Whoopie Do Cupcakes and More, the this year's Dazzler. We will be making a Sturbridge section for these ads. Would the Sturbridge Tourist Association be willing to place an ad promoting Sturbridge into that section of the Dazzler? I would recommend both the Quabbin and Suburban editions.

Our space reservation deadline is October 16 and camera art media must be received by October 21st. I am available to meet to discuss options. My email is dflynn@turley.com and my cell number is 413-297-5886. I look forward to meeting with the Sturbridge Tourism Board.

Sincerely,

Dan Flynn

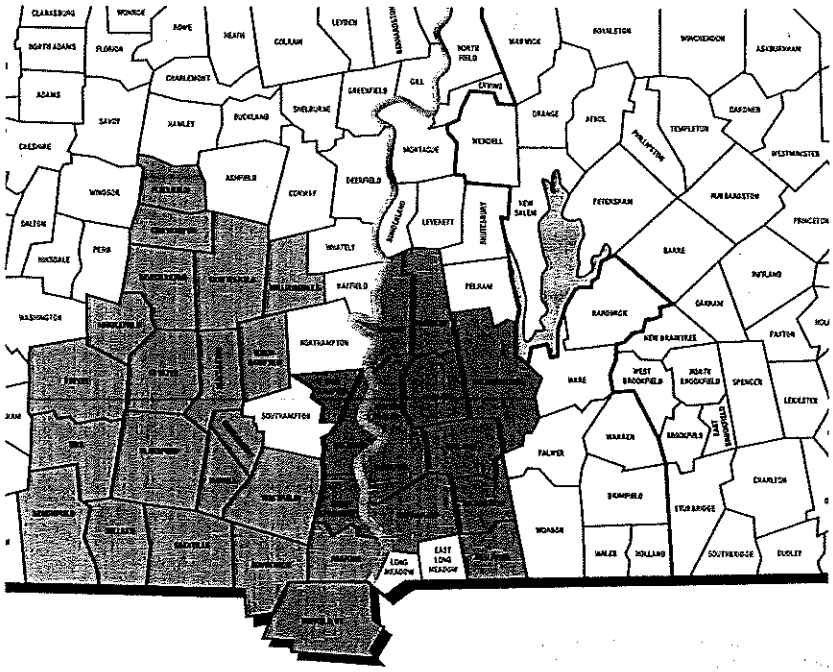
commercial printing
newspaper publishing

24 Water Street, Palmer, MA 01069
800-824-6548 • Fax 413-289-1977

holiday

Each Additional Zone at
50% OFF!

2022



SUBURBAN RESIDENTIAL

The Register	12,000
The Sentinel	8,200
Town Reminder	8,200
Chicopee Register	13,000
The Sun	6,000
Wilbraham-Hampden Times	9,300
Total Circulation	56,700

1/8 Page: $225 1/2 Page: $650
1/4 Page: $375 Full Page: $1000

Ad Deadline: October 19, 2022
Published: November 16, 2022

PREMIUM POSITIONS: Page 2 & 3 - $1300
Inside Back - $1200; Back Page - $1400
1/2 Page Front - $950

QUABBIN VILLAGE HILLS

The Journal Register	4,600
Ware River News	4,200
Barre Gazette	2,600
Quaboag Current	9,800
Total Circulation	21,200

1/8 Page: $225 1/2 Page: $650
1/4 Page: $325 Full Page: $1000

Ad Deadline: October 19, 2022
Published: November 16, 2022

PREMIUM POSITIONS: Page 2 & 3 - $1300
Inside Back - $1200; Back Page - $1400
1/2 Page Front - $950

METRO WEST/ HILLTOWNS

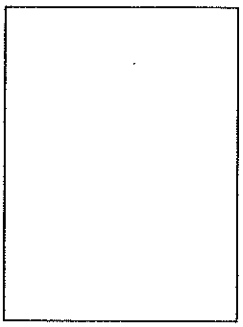
Country Journal	3,800
Agawam Advertiser News	5,200
Southwick (store drops)	2,000
Total Circulation	11,000

1/8 Page: $150 1/2 Page: $420
1/4 Page: $240 Full Page: $675

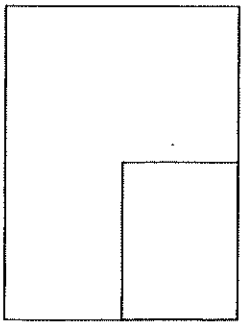
Ad Deadline: October 19, 2022
Published: November 16, 2022

PREMIUM POSITIONS: Page 2 & 3 - $950
Inside Back - $900; Back Page - $1000
1/2 Page Front - $550

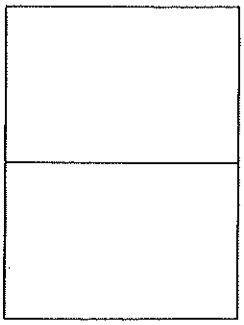
CALL YOUR SALES REPRESENTATIVE TODAY!
1-800-824-6548



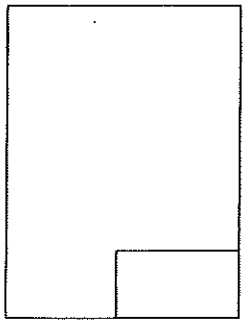
Full Page
9.75 x 16



Quarter-Page
4.75 x 8



Half-Page Horizontal
9.75 x8



Eighth-Page
4.75 x 4

NOVEMBER 2022
A SPECIAL SUPPLEMENT TO

WWW.TURLEY.COM

Submission #30

View | Delete

Previous submission Next submission

Print Resend e-mails

Submission information

Form: STA Funding Application
Submitted by tmasterson
October 4, 2022 - 7:46pm
128.92.33.50

Organization
Sturbridge Special Events Committee

Point of Contact
John Rice, Race Director Home of the Brave Race

Contact Email
jrice@laboratoryautomation.com

Contact Phone Number
508-479-9739

Please identify what type of organization you represent
Government

Name of Event (if applicable)
Home of the Brave Race

Date and times for event (if applicable)
Saturday, November 12th, 2022 9am to 12pm

Location of Event (if applicable)
Sturbridge Town Common

Please provide a detailed explanation of your proposal.
The Sturbridge Home of the Brave 5K Race is an annual event that offers a fun community outting which involves outdoor recreation and provides funding for helping Sturbridge veterans. The race in 2021 attracted over 100 runners and as many spectators and volunteers.

Funding amount requested
$600.00 to $1,200.00

Provide a complete budget for your proposal. Be specific.
As the race is not completed, these costs are estimates and as specific as current information allows. Cost of Race in 2021 was under $2200.00. The SEC Budget for suporoting the race is $1750.00 which may generate a $450.00 deficit if the budget remains at $2200.00. At this time there is no way to ascertain the exact total of expenses or whether other donations will emerge to defray race costs. In addition, the SEC would like to hire a

band to offer music with a preliminary budget of $600.00. In total, the cost of the band and the estimated deficit would be $1200 and perhaps more.

How will this proposal engage with the general public?
The race attracts over 100 runners with over 100 spectators and 25 to 35 volunteers who all gather on the Town Common. The race includes an array of vendors promoting, defining and recruiting for our armed services. Also, there may be vendors from the Farmers Market. A local dessert maker Melissa Flaherty will be at the event and there are efforts to have a local coffee maker as well.

What is the economic impact to Sturbridge?
The event will attract almost 250 people who will be generating funds for our veterans and then spending dollars for the vendors who will be serving at the race. The primary benefit to this event is the community espirit de corps it will generate for a local event that supports our veterans.

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

If 'yes' or 'maybe,' where will/might those revenues go?
All proceeds above the costs of the race will be donated to the Sturbridge Veterans Fund. This event may attract other donations but these funds will be directed toward the Veteran's Fund. This direction was based on conversations with the Special Events Committee and the Town Administrator.

Do you anticipate that a majority of the participants will be 'visitors' to Sturbridge? See description.
Maybe

If a majority of the event's participants are not 'visitors' by the above definition, how will it support tourism in Sturbridge?
The promotion of the event will also promote Sturbridge. Runners in our region look to join weekend running events. This event will attract over 250 people and while many will be local this event will be a community event that has value for community spirit and financially supporting local veterans in need.

Is there anything else that you feel is important for the STA to know?
The support of the STA will be an important and valued part of realizing this beneficial event.

Have you reviewed the STA policies linked above?
Yes

Please review the STA's right to alter funding requests. See description below.
I acknowledge and understand the above statement.

Application Certification. See description below.
I have read and agree to adhere to all STA policies and requirements as stated above.

Previous submission Next submission

STURBRIDGE
DEPARTMENT OF VETERANS' SERVICES

★ ★ ★ ★ ★

HOME OF THE BRAVE 5K

&

VETERANS' RESOURCE FAIR

SATURDAY 11/12/2022

9AM - NOON

STURBRIDGE TOWN COMMON

ONLINE REGISTRATION:

RUNSIGNUP.COM/RACE/MA/STURBRIDGE/HOMEOFTHEBRAVE5K

MILITARY RESOURCE ORGANIZATIONS WILL BE PRESENT

INFORMATION ON BENEFITS FOR:

VETERANS, MILITARY MEMBERS AND THEIR FAMILIES.

STATIC DISPLAY OF MILITARY VEHICLES

MUSIC, AND MORE!!

The Rotary Club of Sturbridge presents

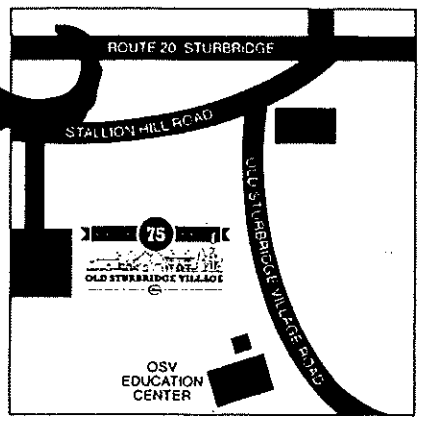
2nd Annual

TREK STURBRIDGE HALLOWEEN 5K TRAIL RUN & FUN WALK

Presenting Sponsors
- TREK Sturbridge
- Old Sturbridge Village

Sunday, October 30
8 a.m. to Noon

Old Sturbridge Village Education Center
Old Sturbridge Village Road, Sturbridge, MA



9 a.m. K-6 Fun for Kids *(free)*
Costume Parade, Relay Races, Halloween Hunt

9:30 a.m. Pre-Teen 1K Race
$20 Entry Fee • Free Tee Shirt 1st 25 Entrants

10 a.m. 5K Trail Race & Fun Walk**
$35 Entry Fee • Free Tee Shirt 1st 150 Entrants
($30 Fun Walk Entry Fee)**

Use QR code to pre-register, or visit
https://racewire.com/register.php?id=13070