



## STURBRIDGE TOURIST ASSOCIATION (STA)

The Sturbridge Tourist Association or STA is responsible for the support of business and the promotion of Tourism in Sturbridge. It performs this mission in a number of different ways including funding and sponsoring events, promoting businesses through publications and social media, funding the Economic Development and Tourism Coordinator position and developing policies that can support and encourage the growth of business and tourism in Town.

The STA serves as the fiduciary for a portion of the funds received from the Town's tax on hotel and rooms. Two-thirds of all revenues from that tax goes to the Town's General Fund. The remaining third is split in half: one half going to betterment and the other going to the STA.

The STA will provide funding for either singular events or for non-events.

- ⇒ Event Funding—For event funding requests the STA will help to pay for the event in question. The STA asks that in return the STA is recognized as a sponsor.
- ⇒ Non-Event Funding—These requests commonly are to help assist with marketing or advertising cost, sometimes (but not always) associated with an event. The STA asks that in return the STA is recognized as a sponsor.

The STA's job is multi-faceted and if there are requests or questions related to what can or cannot be sponsored for funding, please contact Town Staff for more information.

### CONTACT INFORMATION

Staff Contact: Kevin Filchak, Economic Development  
& Tourism Coordinator

Phone: 508-347-2500 ext. 1411

Address: 301 Main Street, 2nd Floor

Email: [kfilchak@town.sturbridge.ma.us](mailto:kfilchak@town.sturbridge.ma.us)

Chair: Brian Amedy

Committee: Thomas Chamberland

Kristie Galonek

Sandra Gibson-Quigley

James Leaming

### APPLICATIONS REVIEWED

*While the STA funds a variety of events and non-events, the process for their review is identical as is their application.*

⇒ Funding Request



# STURBRIDGE TOURIST ASSOCIATION (STA) FUNDING REQUEST

The STA supports local initiatives that will either foster business for the Town or will support tourism in Town. It does this by supporting marketing and outreach efforts as well as sponsoring events. A condition of this sponsorship is that the STA is recognized as a sponsor.

