

# Town of Yarmouth

Per M.G.L.: All town and school boards, committees, commissions, and authorities shall post a notice of every meeting at least 48 hours prior to such meeting, excluding Saturdays, Sundays, and legal holidays. Notice shall contain a listing of topics/agenda that the chair reasonably anticipates will be discussed at the meeting.

## Notice of Meeting

Name of committee, board, etc:	<b>Community &amp; Economic Development Committee (CEDC)</b>
Date of Meeting:	<b>April 22, 2019</b>
Time:	<b>4:30 p.m.</b>
Place:	<b>Room A Yarmouth Town Hall 1146 Route 28 South Yarmouth, MA 02664</b>

### Agenda

1. Commercial Tax Base Discussion with Andy Machado, Director of Assessing
2. Tourism Revenue Preservation Fund
  - o Additional Funding Request – Beach Signage
  - o Budget/Votes
3. Review of Town Fees Discussion
  - o Provincetown Tourism Grant Documents Review
4. Committee Member Updates
5. Staff Updates
  - o Upcoming Route 6A Public Meetings (5/9, 5/15, 5/22)
  - o Upcoming Mock Town Meeting (4/25)
  - o Water Resource Advisory Committee Update
  - o Banners, Community Information Board, and Fencing
  - o Marketing RFP
  - o Business and Permitting Guide
  - o Economic Development Coordinator BoS Presentation
6. Minutes for Review
  - o April 8, 2019
7. Upcoming Meetings
  - o Monday, May 13, 2019
8. Adjourn

YARMOUTH TOWN CLERK  
'19APR18AM9:50 REC

Posted By (Name):	Kyle Pedicini
Signature:	<i>Kyle Pedicini</i>

Copies of documents and other exhibits listed here may be found in the Department of Community Development at Yarmouth Town Hall.

**WELCOME**  
**SANDY POND**  
 RECREATION PARK

DONATED BY Malcom MacPhail

48"X60"

**WELCOME**  
**SEAVIEW BEACH**  
 TOWN OF YARMOUTH

24"X60

**WELCOME**  
**PARKERS RIVER BEACH**  
 TOWN OF YARMOUTH

24"X60

**Plymouth Sign Co., Inc.** Since 1956

63 OLD MAIN ST. S. YARMOUTH, MA. 02664  
 (508) 398-2721 (508) 760-3130 Fax  
 e-mail; [plysigncom@capecod.net](mailto:plysigncom@capecod.net)

CUSTOMER
DATE:
LOCATION:
REVISIONS:



PERMIT No.
MATERIALS
YARMOUTH_DIRECTIONAL A_SKT

DRAWN BY JSP
APPROVED BY
P. O./
SCALE

This is an original unpublished drawing, created by Plymouth Sign Company, Inc. It is submitted for your personal use in connection with the project being planned for by Plymouth Sign Company, Inc. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied or exhibited in any fashion whatsoever. All or any parts of this design (excepting registered trademarks) remain property of Plymouth Sign Company, Inc. Charge for design without permission of Plymouth Sign Company, Inc. is \$500.00.





# Estimate

63 Old Main Street  
P.O. Box 134  
South Yarmouth, MA 02664  
PH 508-398-2721  
Fax 508-760-3130

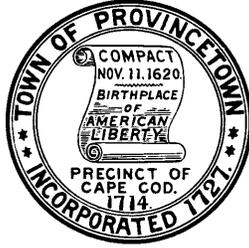
Date	Estimate #
4/8/2019	E3257

Name / Address
Town of Yarmouth Recreation Department 1146 Route 28 South Yarmouth, MA 02664

Plymouth Sign Company is pleased to submit the following quotation:	Sales Rep	Project:	
	MC		
Description	Qty	Cost	Total
Attn: Dave Carlson  R:E: "Welcome Beach Signs"  (1)- 24" x 60" Double Faced Carved- "Welcome to Seaview Beach" , etc...  (1)- 24" x 60" Double Faced Carved- " Welcome to Parkers River Beach", etc...  (1)- 48" x 60" Double Faced Carved- "Welcome to Sandy Pond Recreation Park, etc.."  Signs ready to be picked up		685.00  685.00  1,385.00	685.00  685.00  1,385.00
A deposit of 50% is requested. Final payment due when sign is to be installed. Thank you.			
Thank you for the opportunity to quote on this project. I look forward to working with you.			
We are the only Cape Cod Company with a fleet of trucks. We are fully insured.		<b>Total</b>	\$2,755.00

Customer Approval: \_\_\_\_\_  
Signature

Sign Cost	\$ 2,755.00
CEDC Voted (3/11/19)	\$ 2,475.00
Funding Needed	\$ 280.00



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# **Five-Year Financial Plan for Tourism Fund Expenditures**

## **FY 2018 - FY 2022**

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Visitor Services Board to the  
Board of Selectmen,  
November 2016

**Approved by the Board of Selectmen  
December 12, 2016**

By Anthony Fuccillo, Director of Tourism

pursuant to §3-1-2 of Administrative Directive No. 99-2,  
as amended

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# Legislative Authority

## Authorization

### Chapter 178 of the Acts of 1996

Section 1. There is hereby established in the town of Provincetown a tourism fund to receive revenue under section 3A of chapter 64G, as set forth in section two of this act; and said town may appropriate monies in said fund to market, beautify, and enhance tourism in the town of Provincetown.

Section 2. Twenty-five percent of the excise collected under section 3A of chapter 64G of the General Laws by the town of Provincetown for the fiscal year ending June 30, 1997 shall be credited to the tourism fund, for the fiscal year ending June 30, 1998, thirty-five percent; and for the each succeeding fiscal year, forty-five percent.

### Five Year Plan Approval Process

3.1.1 The Town Manager and the Director of Municipal Finance shall, from time to time, update projections of Tourism Fund revenues under Chapter 178 of the Acts of 1996, based upon the most recent quarterly payments from the local room occupancy excise tax.

3.1.2 The Tourism Director shall, after consultation with the Town Manager and the department heads, annually by August first, submit to the Visitor Services Board for its approval a recommendation for a five-year financial plan for Tourism Fund expenditures, based upon the projections in 3.1.1 above.

3.1.3 The Visitor Services Board may hold one or more public hearings on its proposed five-year plan prior to its submission to the Board of Selectmen.

3.1.4 The Visitor Services Board shall, annually by November first, submit to the Board of Selectmen for its approval a five-year financial plan for Tourism Fund expenditures.

3.1.5 The Board of Selectmen shall act on the Visitor Services Board's recommended plan by not later than November thirtieth, and may approve said plan with or without modifications.

3.1.6 Said five-year plan shall be expressed in terms of percentages of total annual Tourism Fund proceeds which shall be used for marketing, promotional events; municipal projects; coordination and support; and/or such other categories as may be appropriate.

***Excerpt - Administrative Directive No. 99-2, as amended by the Board of Selectmen May 23, 2000***



## **Town Meeting Authorization**

**Article 5 of the April 7, 1997 Special Town Meeting** established a Visitor Services Board, to be appointed by the Board of Selectmen, to develop, coordinate and implement a long-term comprehensive plan to enhance tourism year-round and for the purpose of overseeing expenditures of the Tourism Fund, under the direction of the Town Manager, as appropriated by Town Meeting. This Article was amended to make expenditures of any funds of the Visitor Services Board to be expended under the Board of Selectman.

**Article 8 of the April 5, 2010 Special Town Meeting** increased the room tax option by 50% from 4% to 6%, effective July 1, 2010.

**Article 11 of the April 5, 2010 Special Town Meeting** approved a home rule petition to amend the room excise tax distribution, which decreased the distribution rate to the Tourism Fund from 45% to 35%.

## Five-Year Plan for Tourism Fund Expenditures

Visitor Services Board recommendations to Board of Selectmen, November 2016

### Executive Summary

In accordance with §3.1.2 of Administrative Directive 99-2 as amended, the Director of Tourism hereby submits to the Visitor Services Board (VSB) the staff recommendations for a five-year financial plan for Tourism Fund expenditures for FY 2018-FY2022.

**An investment in tourism as an INDUSTRY and BUSINESS will yield sizeable increased returns to the Town of Provincetown and the local businesses.** The trend in local option room tax collected continues to support this theory. While room taxes tend to fluctuate from quarter to quarter, and even from year to year, the annual three-year average for Provincetown has increased every year.

As you proceed, with reviewing the Five Year Plan, details of the following will be provided:

#### Part 1

- Mission Statement and Goals of the Visitor Services Board and Tourism Office
- Visitor Services Board Budget Proposal
- Revenue Estimates
- Tourism Fund Expenditures & Budget Allocations

#### PART 2

Details of the Marketing Plan

1. Marketing & Advertising
2. Business Segment breakdown
3. Target Audience
4. Media Plan
5. Media Placement Plan
6. Destination Travel Outreach

## Mission Statement and Goals

The mission of the Visitor Services Board and the Provincetown Tourism Office is to market, beautify and enhance tourism in Provincetown. The goals we set to achieve this mission are:

- Develop a marketing and media plan and update a Five Year Plan to promote, market and beautify Provincetown
- Maximize opportunities to market the new Provincetown brand: ***Provincetown, America's First Destination*** and to promote the history and heritage of the town globally
- Continue to prioritize marketing Provincetown to international and key domestic markets. Also, prioritize marketing the town as a wedding and honeymoon destination, an LGBTQ destination, and an arts and pet-friendly destination, and expand upon bike-friendly and eco-tourism marketing efforts. We also have recently begun to promote Provincetown as a food tourism destination
- Continue to publicize and promote Provincetown via the Internet by maximizing the Tourism Office's new website and expanding social networking efforts, and also by leveraging efforts of the Public Relations Firm and travel writers
- Continue efforts to market and promote Provincetown by approving Tourism Grants, with primary focus on events outside of the peak season of July and August. Also, help to ensure the success of established events with continued grant funding.

## Budget Proposal

- We are recommending an annual budget of \$700,000 for FY2018
- Our recommendation is conservative and based on deposits into the Tourism Fund of \$728,888 during FY2016, \$35,729 over funds deposited to the Tourism Fund in FY2015
- We propose to continue our strategy to spend the majority of the annual budget (80%) on marketing and promoting Provincetown through print and digital ad placements, digital impressions, social media, travel trade shows and media familiarization trips, Marketing Grants, Municipal Projects and Beautification.
- Partnering with the Provincetown Chamber of Commerce, the Provincetown Business Guild and Provincetown 400 Task Force.
- We propose investing in local events through Tourism Grants and investing in tourism amenities.

## Revenue Estimates

- Chapter 178 of the Acts of 1996 provided forty-five percent (45%) of Provincetown's local room tax proceeds be deposited into the Tourism Fund to "market, beautify, and enhance tourism" in Provincetown

- At the Special Town Meeting on April 5, 2010, Provincetown Voters approved an article to petition the state legislature to reduce the allocation to the Tourism Fund to thirty-five percent (35%). This “Home Rule Petition” was approved in December 2010 and is now in effect
- At the end of each calendar quarter, the Town receives from the State the amount collected for the 6% room option tax in Provincetown during the prior quarter<sup>1</sup>. (Note that at Special Town Meeting on April 5, 2010, this local room option tax increased by 50% to 6% beginning on July 1, 2010).

### Local Tax Quarterly Deposits from the Commonwealth of Massachusetts

DEPOSITS	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	Estimate FY2017
May Jun Jul	\$429,018	\$402,379	\$560,266	\$694,685	\$751,002	\$803,236	\$849,508	\$863,927	\$904,588
Aug Sep Oct	\$497,247	\$497,903	\$688,759	\$749,600	\$780,503	\$870,207	\$942,922	\$1,014,238	\$1,014,238
Nov Dec Jan	\$41,718	\$44,754	\$193,168	\$95,434	\$73,062	\$82,101	\$80,944	\$92,980	\$92,980
Feb Mar Apr	\$54,745	\$50,144	\$75,405	\$96,199	\$132,389	\$96,341	\$106,894	\$111,392	\$111,392
<b>TOTAL</b>	<b>\$1,022,728</b>	<b>\$985,180</b>	<b>\$1,517,598</b>	<b>1,635,918</b>	<b>\$1,736,976</b>	<b>\$1,851,885</b>	<b>\$1,980,268</b>	<b>\$2,082,537</b>	<b>\$2,123,198</b>
% Δ LY	-2.13%	-3.67%	*54.04%	7.80%	6.20%	6.62%	6.93%	5.16%	1.95%
* Tax rate change									

- Local option tax deposits are made quarterly
- For example, the deposit received on 30 September 2016 was for local room tax collected by the State during the May, June and July 2016 period

### Revenue Distribution of Actual Room Tax Receipts and 2017 Estimates

	FY 2011 *Actual	FY 2012 Actual	FY 2013 Actual	FY 2014 Actual	FY 2015 Actual	FY 2016 Actual	FY 2017 Estimate	Fund %
Tourism Fund	\$587,186	\$572,571	\$607,942	\$648,160	\$693,129	\$728,888	\$743,119	35%
Wastewater Enterprise	\$231,604	\$212,669	\$225,807	\$240,745	\$257,448	\$270,730	\$276,016	13%
General Fund	\$459,475	\$441,698	\$468,984	\$500,009	\$534,699	\$562,285	\$573,263	27%
Special Purpose Stabilization Fund	\$239,333	\$408,980	\$434,244	\$462,971	\$495,092	\$520,634	\$530,800	25%
<b>Total</b>	<b>\$1,517,598</b>	<b>\$1,635,918</b>	<b>\$1,736,976</b>	<b>\$1,851,885</b>	<b>\$1,980,368</b>	<b>\$2,082,537</b>	<b>\$2,123,198</b>	<b>100%</b>

### Local Option Accommodations Taxes Collected

FY2014	FY2015	FY2016	3 Year Total	3 Year Avg	Fund 3 Year Avg
\$1,851,885	\$1,980,268	\$2,082,537	\$5,914,690	\$1,971,563	\$690,047.17

- The Tourism Fund has a three-year average annual deposit of \$690,047
- Fiscal 2016 deposits increased 5.2% over 2015, on top of a 6.9% increase the previous year
- Fiscal 2015 deposits increased 6.9% over 2014, on top of a 6.6% increase the previous year
- Other Cape Cod municipalities have been off as much as 30% in recent years. *Reported by the Cape Cod Chamber of Commerce*
- This growth is the result of Provincetown’s investment in its primary economic engine, the Tourism Industry.

### Licensed Accommodation Rooms Collecting Local Option Tax

YEAR	ROOMS	%Δ	GUESTS	%Δ
2016	1509	-2.20%	3638	-0.93%
2015	1543	-0.13%	3672	-0.14%
2014	1545	-3.26%	3677	-3.54%
2013	1597	0.50%	3812	0.24%
2012	1589	-7.72%	3803	-5.19%
2011	1722		4011	

- The number of available licensed rooms in Provincetown has dropped by 213 over the five-year period, from 2011 to 2016, a 12.4% decrease
- The number of available heads in beds capacity has dropped by 373 over the five-year period from 2011 to 2015, a 9.3% decrease
- **Encourage Commonwealth of Massachusetts pass legislation to collect short-term rental tax and implement the local option tax in Provincetown. This will protect the tourism fund and optimistically increase the local option tax collected to support the Tourism Fund, Wastewater Enterprise, General Fund and Special Purpose Stabilization Fund.**

### Tourism Fund Expenditures

Our Marketing Plan outlays our strategy for how we achieve the goals, and has several components, including Advertising, Tourism Grants, B2B & B2C Outreach, Media, Public Relations, Graphic Design, Communications Strategy, Affiliate Partners, and Tourism Enhancements.

### **Marketing – 54.29% - \$380,000 in FY 2018**

- Maintain and improve the Town’s visibility as a domestic and an international destination
- Partner with the Provincetown Chamber, the Provincetown Business Guild and the Provincetown 400 to market the town
- Provide cooperative marketing support to Provincetown’s five institutions, Fine Arts Work Center, Pilgrim Monument and Provincetown Museum, Provincetown Art Association and Museum, Provincetown Center for Coastal Studies, Provincetown Theater
- Fund communications agency services
- Increase exposure in the press to communicate the brand, *Provincetown, America’s First Destination*
- Promote the brand image for each visitor segment
- Maintain and improve operation and effectiveness of the PtownTourism.com website and the iPtown application for smartphones and tablets
- Printing of collateral, promotional items and material
- Attending Business and Consumer Travel Trade Shows
- Strategic advertising campaign, including Print, Digital, Radio and Outdoor
- Maximize social media presence through major platforms such as, but not limited to, Facebook, Twitter, Instagram and YouTube
- Implement strategy to attract visitors to the 400-year commemoration of the Mayflower Pilgrims’ First Landing and the signing of the Mayflower Compact
- **We recommend \$380,000 for marketing.**

### **Grants – 17.86% - \$125,000 in FY 2018**

- Support Shoulder Season events to promote year round visitation
- Drive the economy before and after the “high season”
- Reach niche markets beyond the advertising campaign
- Tourism Marketing and Enhancement Grants support new events, shoulder and off-season events
- Tourism Grants increase visitors during May, June, September and October and other winter months
- Marketing Grant money must be used for promotional purposes, and not to fund the event itself
- Enhancement Grant money must be used to provide new or improved tourism attractions
- Grant applications for FY 2018 are due the first Monday in December 2016
- Grantees submit a final report to request reimbursement
- The final report shows the success and progression of the event
- The final report assists the VSB decision making for future grants applications
- Unused grant funds roll over to the succeeding fiscal year
- **We recommend \$125,000 of the Tourism Fund for Grants.**

### **Municipal Projects – 7.14% - \$50,000 in FY 2018**

- Proposing funds are used to support tourism enhancements
- Donation of \$45,000 to the Holiday Fireworks and Related Events Gift Fund
- Donate \$2,500 for upkeep and enhancement of the Pilgrims’ First Landing Park; the park will be a focal point as we move toward 2020 and beyond
- Donate \$2,500 for upkeep and enhancement of the Pilgrim Memorial Park/Bas Relief
- **We recommend a total of \$50,000 of the Tourism Fund for municipal projects.**

**Beautification – 1.43% - \$10,000 in FY 2018**

- Provide funds for the Beautification Committee and Department of Public Works (DPW)
  - Funds will be utilized for adding/enhancing flowerbeds and trees around town
  - DPW liaison to Beautification Committee will oversee the use of the funds
- **We recommend a total of \$10,000 of the Tourism Fund for Beautification projects.**

**Coordination/Support – 19.29% - \$135,000 in FY 2018**

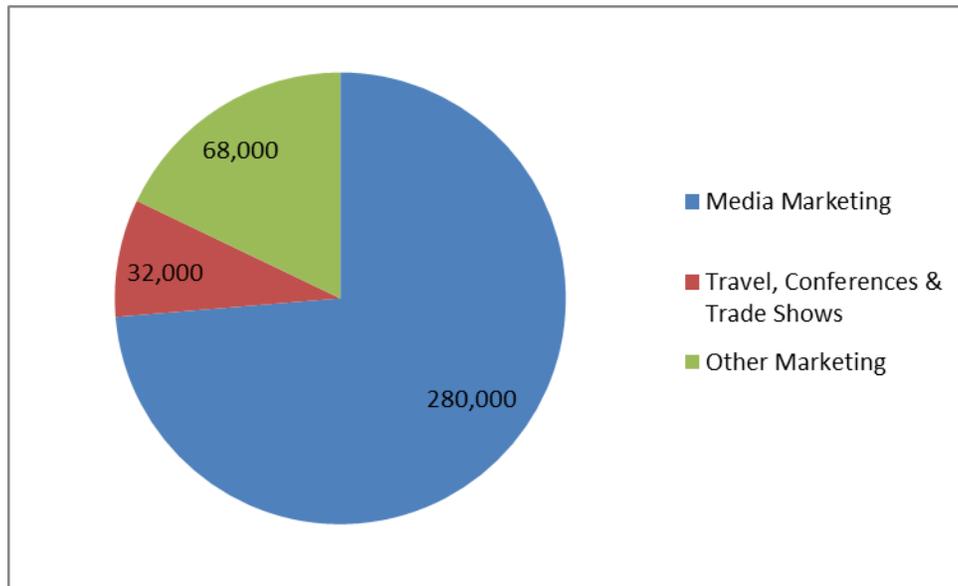
- This portion of the budget covers the administrative and operating costs of the Tourism Office including: salaries, benefits, administrative, office supplies, utilities, telephone, office equipment, and instate travel
- The Director and Assistant Director of Tourism execute the Marketing Plan, oversee the Tourism Fund, administer the Tourism website and iTown smartphone application, annual schedule of events, coordinating the tourism grant application and reimbursement process, managing the accounting for the tourism fund, overseeing the communications agency, representing the Town at Travel Trade Shows, and coordinating the Visitor Services Board
- The Tourism Office operates an information booth during peak months to assist visitors, which is staffed by senior volunteers
- **We recommend a total of \$135,000 of the Tourism Fund for Coordination and Support.**

**Budget Allocation – Chart A & Chart B**

**CHART A**

CHART A	BUDGET		RECOMMEND		PROJECTIONS							
	FY 2017		FY 2018		FY 2019		FY 2020		FY 2021		FY 2022	
	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%
<b>TOTAL REVENUES</b>	665,000		700,000		700,000		700,000		700,000		700,000	
<b>TOTAL EXPENSES</b>												
<b>Tourism Budget</b>												
<b>Marketing</b>	335,000	50.38%	380,000	54.29%	380,000	54.29%	380,000	54.29%	380,000	54.29%	380,000	54.29%
<b>Grants</b>	150,000	22.56%	125,000	17.86%	125,000	17.86%	125,000	17.86%	125,000	17.86%	125,000	17.86%
<b>Municipal</b>	40,000	6.02%	50,000	7.14%	50,000	7.14%	50,000	7.14%	50,000	7.14%	50,000	7.14%
<b>Beautification</b>	10,000	1.50%	10,000	1.43%	10,000	1.43%	10,000	1.43%	10,000	1.43%	10,000	1.43%
<b>Coordination &amp; Support</b>	130,000	19.55%	135,000	19.29%	135,000	19.29%	135,000	19.29%	135,000	19.29%	135,000	19.29%
<b>Tourism Subtotal</b>	665,000	100.00%	700,000	100.00%	700,000	100.00%	700,000	100.00%	700,000	100.00%	700,000	100.00%

## CHART B – RECOMMENDED BUDGET FY2018



## Part 2

### Details of Marketing Plan

#### Marketing & Advertising

We will continue to cultivate new markets in the US in a variety of key metropolitan areas outside of the northeast. Also, Provincetown has benefited from the legalization of same-sex weddings; whereas, all states have marriage equality we will focus our efforts to market Provincetown as a wedding and honeymoon destination to sustain and maximize the wedding market segment.

The VSB will advocate the need for improvement to Provincetown's tourism infrastructure to maintain and grow Provincetown's economic base. Because of growing competition throughout the country, more attention needs to be paid to raise the bar on reaching the existing market segments through executing the strategy for Provincetown to effectively compete as a renowned LGBTQA, Arts & Cultural, Adventure, Wedding, and Food tourism, Group Tour resort destination.

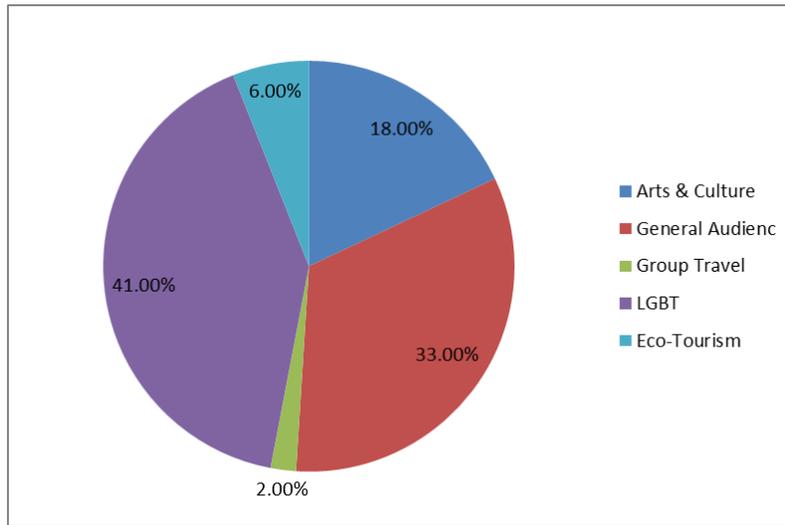
Promoting Provincetown strategically is paramount in the VSB and Office of Tourism objectives. An RFP has been prepared to enlist a communications agency to support the marketing, advertising, media and public relations of Provincetown, America's First Destination. The communications agency will congruently perform all aspects of branding for all market segments, including Arts, Eco-Tourism, Families, General Audience, LGBTQA Men and LGBTQA Women. This strategy will synchronize the Provincetown brand with all marketing efforts.

## Marketing – 54.29% \$380,000

- The media plan totals approximately \$280,000
- It is segmented into 8 categories: Co-op Grants, General Audience, LGBTQA, Arts & Culture, Group Travel, International, Eco-tourism and Food Tourism
- Approximately one third of our budget goes to regional advertising, in response to feedback from the business community to do more advertising within an hour or two drive from Provincetown
- A full reimbursement marketing grant of \$15,000 has been allocated to the Provincetown 400 organization, \$15,000 is allocated each year for five years from fiscal years 2015 through 2019 providing a total of \$75,000 for marketing the commemoration and surrounding events
- Approximately 11% of the marketing budget goes into two Co-op grants for \$20,000 each to the Provincetown Chamber, and the Provincetown Business Guild
- Cooperative marketing support is being provided to Provincetown's five institutions, Fine Arts Work Center, Pilgrim Monument and Provincetown Museum, Provincetown Art Association and Museum, Provincetown Center for Coastal Studies, Provincetown Theater, each organization will receive \$5,000
- Print media is intended to maximize opportunities in theme publications, examples are: Arts, Food Travel, and Weddings
- Print media strategically has a digital complement
- Digital ads and Impressions direct readers to the Provincetown Tourism Website or Facebook page
- Social Media advertising will reach up to 15% of the total strategic efforts
- Social networking is used to reach Provincetown's "fan base," and to get information disseminated quickly
- Facebook currently has reached almost 26,000 fans, and reaches a more mature audience
- Instagram targets the millennial audience
- Twitter, Instagram are also growing parts of our social media strategy
- Promote events by producing the Annual Calendar of Events, which is distributed broadly through a distribution service
- We will promote the brand, Provincetown, America's First Destination, for all business segments. All print and digital ads will be appropriately tagged
- Promote the iTown app with a consistent message and campaign and research and implement a new updated version to meet visitor's needs
- The Provincetown Tourism website continues to be a priority and a key component of the marketing plan. Currently the website features an event calendar on the homepage, which must be maintained regularly. The website also is linked to our partners, Provincetown Chamber of Commerce, Provincetown Business Guild, Massachusetts Office of Travel and Tourism, Provincetown 400 and Plymouth 400 Inc.
- Retaining a communications agency will leverage into significant continuity from graphics, advertising, public relations media and editorial
- To further our promotional efforts, we also utilize press kits, familiarization trips for travel writers, promotional items (beach bags), as well Trade Show visual materials
- The Tourism Office also attends a number of Travel & Trade Shows to promote the Town
- We are in the process of having a visitor survey professional completed to provide a slice of who are visitors are, and what their interests are. The goal is to acquire a 100,000 overnight visitor profile, of their lifestyle, likes, and habits
- The smart visitor analysis will allow Provincetown to accurately identify who the visitor is, better hone the strategic plan and improve spending

- Until smarter visitor information is available, we will continue to market and advertise as depicted in Chart C, Provincetown’s potential and probable audience.

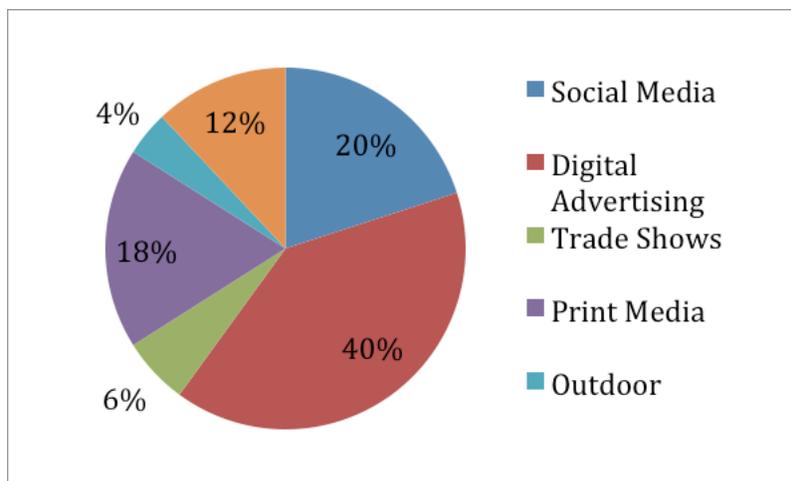
**CHART C - AUDIENCES**



The VSB developed a comprehensive media plan that will reach several markets, including regional, the Arts, GLBT, Group travel, international, domestic and eco-tourism. The media plan for FY 2014 is shown below:

- The 2018 Media Spending is outlined in Chart D
- The 2018 Media plan is outlined in Chart E
- The 2017 Media Calendar is outlined in Chart F

**CHART D – 2018 MEDIA SPENDING**



**CHART E – 2017 MEDIA PLAN**

<b>2018 MARKETING FUNDS</b>	
<b>ADVERTISING VEHICLES 2017</b>	<b>SPEND</b>
A.R.T.S.Y. /New Digital Arts	10,000
American Art Collector	2,600
Out CT Film Festival Program	1,100
Matching Institutional Grants	25,000
Provincetown 400	15,000
Social Media	25,000
Boston Globe Magazine and.com	18,000
Radio Spots	30,000
Matching Grant Chamber	20,000
Destinations	2,500
Holiday Media (NE Group Travel Planner)	2,500
Curve (3 ads)	8,000
Autostraddle	8,000
Hot Spots	11,000
EDGE	9,000
Boston Spirit	5,400
Dallas Voice	1,400
Towleroad	10,000
IGLTA	4,000
Social Media	25,000
Matching Coop Grant Guild	20,000
Yankee Magazine Cape Cod Travel & .com	3,000
Le Traveller Voyageur	2,500
Out Door Advertising (billboards)	10,000
New Advertising Opportunities	12,500
<b>Total</b>	<b>\$281,500</b>

**CHART F – 2018 MEDIA AD PLACEMENT PLAN**

**CHART LEGEND**

- P = PRINT
- D = DIGITAL
- I = IMPRESSIONS
- A = AIRTIME
- O = OUTDOOR

MEDIA CALENDAR 2018 - AD PLACEMENT PLAN																													
JULY			P	D	I	A	O	AUGUST			P	D	I	A	O	SEPTEMBER			P	D	I	A	O						
EDGE								EDGE								EDGE													
Bird's Eye View (Cape Air)								Bird's Eye View (Cape Air)								Bird's Eye View (Cape Air)													
Facebook								Facebook								Facebook													
Cape Cod Broadcasting								Cape Cod Broadcasting								Cape Cod Broadcasting													
American Bus Association								American Bus Association								American Bus Association													
Out Film CT								Out Film CT								Out Film CT													
American Art Collector								International GLT Assoc.								Boston Globe Media													
International GLT Assoc.								Cape Cod Travel Guide								International GLT Assoc.													
Cape Cod Travel Guide								Curve Magazine								Cape Cod Travel Guide													
Curve Magazine																Marks List													
OCTOBER			P	D	I	A	O	NOVEMBER			P	D	I	A	O	DECEMBER			P	D	I	A	O						
EDGE								EDGE								EDGE													
Bird's Eye View (Cape Air)								Bird's Eye View (Cape Air)								Bird's Eye View (Cape Air)													
CapeCod.com								CapeCod.com								CapeCod.com													
Boston Globe Media								Boston Globe Media								Boston Globe Media													
Cape Cod Broadcasting								OutFront Media (billboard)								OutFront Media (billboard)													
Cape Cod Travel Guide								Cape Cod Travel Guide								Cape Cod Travel Guide													
American Bus Association								American Bus Association								American Bus Association													
Out Film CT								WGBG Foundation								WGBG Foundation													
CodCom								CodCom								CodCom													
Out Front Media (billboard)								Cod Com								Dunes													
International GLT Assoc.								Boston Spirit Magazine								Boston Spirit Magazine													
WGBG Foundation								Out Film CT								Out Film CT													
Marks List								Curve Magazine								Curve													
Facebook								International GLT Assoc.								International GLT Assoc.													
								Hot Spots								Hot Spots													
								Facebook								Facebook													
JANUARY			P	D	I	A	O	FEBRUARY			P	D	I	A	O	MARCH			P	D	I	A	O						
EDGE								EDGE								EDGE													
Bird's Eye View (Cape Air)								Bird's Eye View (Cape Air)								Bird's Eye View (Cape Air)													
Boston Globe								International GLT Assoc.								CapeCod.com													
Cape Cod Broadcasting								Cape Cod Travel Guide								Boston Globe													
International GLT Assoc.								Destinations								International GLT Assoc.													
Cape Cod Travel Guide								American Bus Association								Cape Cod Travel Guide													
Destinations								Cape Cod Broadcasting								Bostn Spirit Magazine													
American Bus Association								International GLT Assoc.								American Bus Association													
Out Film CT								Cod Com								Cape Cod Broadcasting													
Cape Cod Travel Guide								Cape Cod Travel Guide								iHeartMedia													
Facebook								Hot Spots								International GLT Assoc.													
								Best Read Guide								Cape Cod Travel Guide													
								Out Film CT								Cod Com													
								Cape Cod Travel Guide								Curve Magaine													
								Facebook								Hot Spots													
																Cape Cod Travel Guide													
																Out Film CT													
																Facebook													
APRIL			P	D	I	A	O	MAY			P	D	I	A	O	JUNE			P	D	I	A	O						
EDGE								EDGE								EDGE													
Bird's Eye View (Cape Air)								Bird's Eye View (Cape Air)								Bird's Eye View (Cape Air)													
CapeCod.com								CapeCod.com								Yankee Magazine													
Boston Globe								Boston Globe								Boston Globe													
International GLT Assoc.								International GLT Assoc.								International GLT Assoc.													
Bostn Spirit Magazine								Out Front Media								Bostn Spirit Magazine													
American Bus Association								Bostn Spirit Magazine								American Bus Association													
Cape Cod Broadcasting								American Bus Association								Gay Days Orlando													
CodCom								Cape Cod Broadcasting								Cape Cod Broadcasting													
Cape Cod Travel Guide								Yankee Magazine								CodCom													
Hot Spots								Cape Cod Travel Guide								Cape Cod Travel Guide													
Toweleroad								Hot Spots								Hot Spots													
Facebook								Toweleroad								Hartford Magazine													
Out Film CT								Out Film CT								Out Film CT													
								Summer Guide Cape Cod								OutFront Media (billboard)													
								Facebook								Facebook													

The VSB will target Travel Trade Shows and Conferences to provide exposure to Provincetown

- Chart F outlines Travel, Conference and Trade Show Expenditures
- Chart G outline other budgeted expenditures.

#### CHART F

<b>Travel, Conferences and Trade Shows</b>	<b>Budget</b>
Community Marketing Partnership	\$2,000
Boston Concierge Show	\$1,000
Day Trips & Destinations (Hartford)	\$2,000
New York Times Travel Show	\$6,000
Consumer Travel Shows	\$8,500
Discover New England	\$2,500
Misc Travel and Expenses	\$8,500
<b>TOTAL</b>	<b>\$30,500</b>

#### CHART G

<b>Other Marketing Expenses</b>	<b>Budget</b>
Organization Dues	\$3,000
Brochure Printing	5,000
Communications Agency	\$60,000
<b>TOTAL</b>	<b>\$68,000</b>

# FY20 EVENT Marketing Grants

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*Provincetown Office of Tourism*

## *Question Group*

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### **Event Marketing Grants – Please Read**

**Purpose:** Funds may be used for event marketing that brings visitors to Town for the purpose of enhancing the economic base of Provincetown’s tourism industry.

**Process:** Complete and submit the application. You will receive an email confirmation that your application has been received. Submitted applications are reviewed by the Visitor’s Service Board (VSB) at a scheduled Open Meeting and recommendations are presented to the Select Board at a scheduled Open Joint Meeting. The Select Board will vote on recommendations. The Grant budget will be on the Town Warrant at the Annual Town Meeting for approval.

**Please note:**

The VSB encourages your organization to increase its advertising reach. The Provincetown Office of Tourism will make every concerted effort to support all events and organizations through marketing and advertising.

### **Event Marketing Grants - Please Read**

We would like to remind you of a few important items that are part of the grant reimbursement process:

**Your funding must be used for Marketing and Public Relations efforts ONLY.** Your marketing endeavors are to help support the efforts of bringing **new** visitors to town as well as promoting **re-visitation**. Please consider expanding your advertising efforts outside of Town, and boosting or placing paid ads on your social media sites. Funding includes the creation and execution of flyers, invitations, posters, ads, press releases, newspaper ads, etc.

**Funds NOT reimbursable include** entertainment at the event (even if the entertainer posts photos on their social media pages), “barkers” (hired to bring visitors that are walking by into your event ), any fees/charges not related to marketing (ex: event space or rental equipment). Hotels, meals, and travel are not reimbursable. If you have a question about reimbursable items, please call the Office of Tourism.

### **Event Marketing Grants – Please Read**

**All promotional and marketing materials related to the event must include the current VSB/Tourism logo along with the tagline “Sponsored in part by the Provincetown Tourism**

**Fund.”** This includes any advertising, flyers, and other printed or digital materials. If you are including radio/audio advertising, the sponsorship tagline must also be included. A digital file of your radio spots can be forwarded to the Office of Tourism at nmccormack@provincetown-ma.gov.

### **Event Marketing Grants – Please Read**

**Disbursement of Funds** – The Activity Report and Reimbursement forms **MUST BE SUBMITTED NO MORE THAN 30 DAYS AFTER YOUR EVENT**. Once received, the Tourism Office will submit a voucher for payment within two weeks of receiving the report. Forms will be available on this grant website and reminders will be emailed to you.

You may submit for a partial reimbursement or, if you have planned in advance of your event and have received all your invoices/receipts and sample materials, you may submit for reimbursement prior to your event. A Final Activity Report will still be required to be submitted within **30 days after your event**.

### **Event Marketing Grants – Please Read**

**Changing the date of the event** – If you need to change the date of the event of which you are receiving funding, you must notify the Office of Tourism a minimum of 60 days prior to the original event date. A change to the event date may be brought before the VSB for authorization.

The Tourism Office is available to collaborate with you on your marketing plan and would be happy to share information that may increase effectiveness. Please feel free to contact us for an appointment at (508) 487-3298.

### **Event Name\***

*Character Limit: 250*

### **Current Funding Request\***

Please enter the amount you are requesting for Fiscal Year 2020.

*Character Limit: 20*

### **Event Summary\***

(Please assume that the VSB members will not be familiar with the event or project):

Describe the event target audience; describe when and where the event will occur, and the

extent to which the event is unique to Provincetown.  
(2000 character limit)

*Character Limit: 2000*

### **Event Marketing Plan\***

Please provide a detailed event marketing plan including the strategies you will use for each area (public relations, social media, website, media placement, print collateral, etc.) and desired results. Describe how your event will bring new visitors and re-visitation to Town.  
(3000 character limit)

*Character Limit: 3000*

### **History of Proposed Event**

Number of years this event has been produced:

#### **Choices**

New

1 year

2 years

3 to 5 years

5 to 10 years

10+ years

### **Guest Attendance\***

What is your proposed number of guests that will attend your event? How many attended your event last year (if applicable)?

*Character Limit: 150*

### **Attendance\***

Explain how the expected attendance will be calculated and how past attendance was calculated.

*Character Limit: 500*

### **Economic Impact\***

Describe the overall impact the event will have on the Town's tourism economy.

*Character Limit: 1000*

### **Evaluation\***

Describe how you will measure the success of the event.

*Character Limit: 1000*

### **Detailed use of VSB funds: (Categories may not apply to every applicant)\***

#### **Print Media**

List all publications where advertising will be placed. The majority should be placed outside Provincetown and Cape Cod to encourage visitation, yet there should be some ads placed

locally and regionally to encourage extended stay and provide visitors with information about your activity/event.

**(Please enter N/A if this question does not apply to your organizations marketing plan.)**

*Character Limit: 1000*

### **Detailed use of VSB funds: (Categories may not apply to every applicant)\***

#### **Digital Media / Social Media Advertising**

Please include your plans for digital /social media advertising for the event. For example - will you be posting and boosting your event on your Facebook page? Or on Instagram? Will you be purchasing any digital media ads with online publications? Will you be building an event-specific page on your website? If web pages are not completed at the time of this application, outline the concept.

**(Please enter N/A if this question does not apply to your organizations marketing plan.)**

*Character Limit: 1000*

### **Detailed use of VSB funds: (Categories may not apply to every applicant)\***

#### **Radio/TV Ads**

List all stations where advertising will be placed. You are encouraged to place ads where visitors from outside Provincetown will be made aware of your program/event.

**(Please enter N/A if this question does not apply to your organizations marketing plan.)**

*Character Limit: 1000*

### **Detailed use of VSB funds: (Categories may not apply to every applicant)\***

#### **Direct Mail & Packages**

Describe any direct mail pieces you plan on producing. (Note: Fundraising solicitations/annual appeals are not eligible for reimbursement.)

**(Please enter N/A if this question does not apply to your organizations marketing plan.)**

*Character Limit: 1000*

### **Detailed use of VSB funds: (Categories may not apply to every applicant)\***

#### **Professional Photographs**

Describe how you will use photos for advertising, brochures, programs and publicity.

**(Please enter N/A if this question does not apply to your organizations marketing plan.)**

*Character Limit: 1000*

### **Detailed use of VSB funds: (Categories may not apply to every applicant)\***

#### **Printed Collateral**

List all printed marketing collateral for your event and how it will be distributed.

**(Please enter N/A if this question does not apply to your organizations marketing plan.)**

*Character Limit: 1000*

**Detailed use of VSB funds: (Categories may not apply to every applicant)\*****Posters**

Posters often encourage re-visitation. Describe where you plan on distributing posters.  
**(Please enter N/A if this question does not apply to your organizations marketing plan.)**

*Character Limit: 500*

**Detailed use of VSB funds: (Categories may not apply to every applicant)\*****Street Banners** *(please consider using reusable materials)*

Banners often encourage re-visitation. Describe where you plan on hanging them.  
**(Please enter N/A if this question does not apply to your organizations marketing plan.)**

*Character Limit: 500*

**Past funding**

If you were awarded funding Fiscal Year 2019, please enter the amount. If you haven't received prior funding, type 0

*Character Limit: 20*

**Check the years you have received prior funding from the Tourism Fund:****Choices**

2018

2017

2016

**Finances\***

This link will take you to a form regarding the budget for your event.

Click on the link, download the form and then save the file to your computer.

Fill out the form (you can enter all information directly on to the document), and save it.

Go back into the application and click on the button that reads the "Upload a file" and then just follow the instructions.

If you need assistance with the form or uploading the file, please call the Tourism Department at (508) 487-3298 or email [nmccormack@provincetown-ma.gov](mailto:nmccormack@provincetown-ma.gov).

Link:

<https://app.box.com/s/uosvn8ft479d7blkbdzlrzrcyp2n50uzjy>

*File Size Limit: 10 MB*

# FY20 EVENT Marketing Grants

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*Provincetown Office of Tourism*

## *Evaluation Questions*

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### **Event Name**

Name of Project

*Character Limit: 250*

### **Date of Event**

*Character Limit: 250*

Please provide answers to the following evaluation questions using the score as follows:

**1 - Poor**

**2 - Fair**

**3- Good**

**4 - Very Good**

**5 - Excellent**

### **Is the event being held during the Shoulder Season?\***

Example of grading:

Summer - 1 or 2

Spring or Fall 3 or 4

Winter - 5

**Scoring Options:** 1 - 5

### **Event Summary\***

Did the Applicant state where and when the event will occur? Did the applicant state why the event is unique to Provincetown?

**Scoring Options:** 1 - 5

### **Notes**

*Character Limit: 2000*

### **Event Marketing Plan\***

Did the applicant provide adequate details of their marketing plan for the event? Did they describe how their marketing for the event will bring new visitors/revisitation to Town? Did they speak about the desired results of plan?

**Scoring Options:** 1 - 5

### **Notes**

*Character Limit: 1000*

### **Attendance\***

Did the applicant explain how the attendance will be calculated? (Remember - even smaller events are important and make an impact to the Town.)

**Scoring Options:** 1 - 5

### **Notes**

*Character Limit: 1000*

### **Economic Impact\***

Did the applicant explain how the event will have an impact on the Town's economy.

**Scoring Options:** 1 - 5

### **Notes**

*Character Limit: 1000*

### **Evaluation\***

Did the applicant explain how they will measure the success of the event ?

**Scoring Options:** 1 - 5

### **Notes**

*Character Limit: 1000*

### **Detailed Use of the Funds\***

Does the Applicant explain the different marketing avenues they will use to execute their plan?

**Scoring Options:** 1 - 5

### **Notes**

*Character Limit: 1000*

### **Budget\***

Did the application include the proposed overall marketing budget for FY20? Did they include their Event Operating Expenses (non-reimbursable); are they seeking funding (grants/sponsorships/donations) from any other resources?

**Scoring Options:** 1 - 5

## Notes

*Character Limit: 1000*

**Will an investment in this organization have a meaningful impact?\***

**Scoring Options:** 1 - 5

**Would you recommend providing support to this organization?\***

### Choices

Yes

No

**If you answered yes, how much would you recommend?**

*Character Limit: 20*

## Additional Comments

*Character Limit: 2000*



June 7, 2018

Name  
Company  
Address  
Provincetown, MA 02657

Re: Visitor Service Board Tourism Grant

Dear ,

On January 2, 2018 the Visitor Services Board (VSB) held an open meeting to review, discuss, and vote on recommendations to the Select Board on all FY19 Tourism Grant Applications. The FY19 Tourism Grant budget was voted on and approved the Town Hall floor during the Annual Provincetown Town Meeting beginning April 2, 2018. Following the Town Meeting, the Select Board approved each of the Tourism Grants at their May 29, 2018 meeting. Over 34 local organizations will be receiving funds to assist with their marketing efforts to enhance tourism in Provincetown.

**EVENT** has been awarded a grant of **\$xxxxx** for fiscal year 2019, which runs from July 1, 2018 through June 30, 2019.

The VSB encourages your organization to increase its advertising reach, as well as develop new programs to keep your events fresh and exciting. The Provincetown Office of Tourism will make every concerted effort to support all events and organizations through marketing and advertising.

We also would like to remind you of a few important items that are part of the grant reimbursement process:

**Your funding must be used for Marketing and Public Relations efforts ONLY.** Your marketing endeavors are to help support the efforts of bringing new visitors to town as well as promoting re-visitation. Please consider expanding your advertising efforts (outside of Provincetown), or boosting or placing paid ads on your social media sites. Funding includes the creation and execution of flyers, posters, ads, press releases, newspaper ads, etc.

**Funds NOT reimbursable include** entertainment at your event (even if the entertainer posts photos on their social media pages), "barkers" (hired to bring visitors into your event that are walking by), and any fees/charges not related to marketing (such as event space or rental equipment). If you have a question about reimbursable items, please call the Office of Tourism.

**All promotional and marketing materials must include the current VSB/Tourism logo along with the tagline "Sponsored in part by the Provincetown Tourism Fund."** This includes any advertising, flyers, and other printed or digital materials. If you are including radio/audio advertising, the sponsorship tagline must also be included. A digital file of your radio spots can be forwarded to the Office of Tourism at [ncantor@provincetown-ma.gov](mailto:ncantor@provincetown-ma.gov).

**Disbursement of Funds** – The Activity Report and Reimbursement Recap forms **MUST BE SUBMITTED NO LATER THAN 30 DAYS AFTER YOUR EVENT**. Once received, the Office of Tourism will submit a voucher for payment within two weeks of receiving the reports. Forms are included in this package and can also be emailed to you by contacting nmccormack@provincetown-ma.gov.

You may submit for a partial reimbursement or, if you have planned in advance of your event and have received an invoice/receipt and sample materials, you may submit those as well, along with the Activity Report and Reimbursement Summary.

**Changing the date of the event** – If you need to change the date of the event of which you are receiving funding, you must notify the Office of Tourism a minimum of 30 days prior to the original event date. A change to the event date may be brought before the VSB for authorization.

The Tourism Office is available to collaborate with you on your marketing plan and would be happy to share information that may increase effectiveness. Please feel free to contact us for an appointment at (508) 487-3298.

Sincerely,

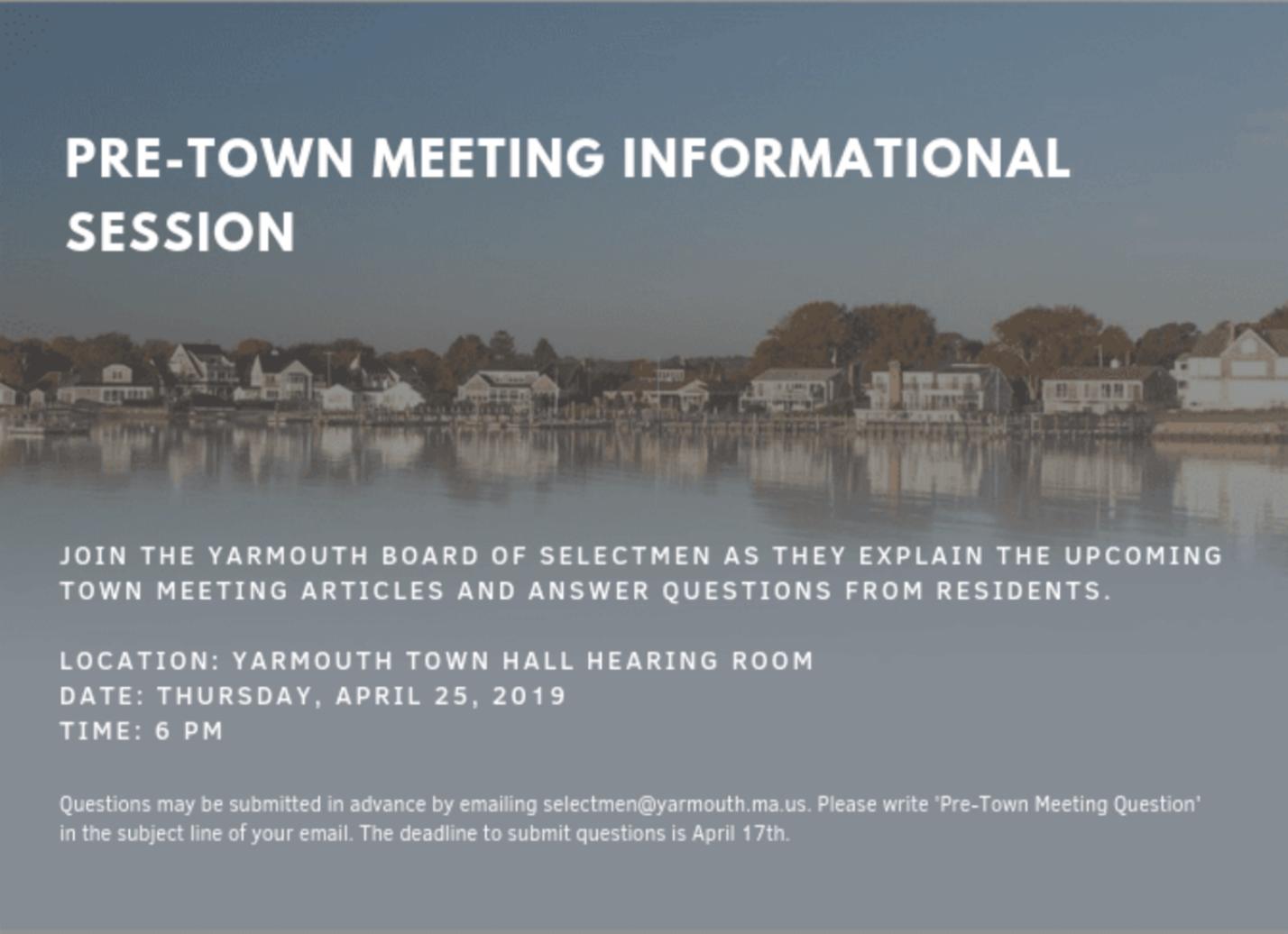
Anthony Fuccillo  
Director of Tourism  
encl.

Nina Cantor  
Assistant Director of Tourism

## Upcoming Route 6A Corridor Improvements Public Meetings:

- Thursday **May 9<sup>th</sup>** at 10 AM Howes Hall at the First Congregational Church of Yarmouth, 329 Route 6A, Yarmouth Port, MA
- Wednesday **May 15<sup>th</sup>** at 6:00 PM at the Town Hall Hearing Room, 1146 Route 28, South Yarmouth, MA
- Wednesday **May 22<sup>nd</sup>** at 2 PM Howes Hall at the First Congregational Church of Yarmouth, 329 Route 6A, Yarmouth Port, MA

# PRE-TOWN MEETING INFORMATIONAL SESSION



JOIN THE YARMOUTH BOARD OF SELECTMEN AS THEY EXPLAIN THE UPCOMING TOWN MEETING ARTICLES AND ANSWER QUESTIONS FROM RESIDENTS.

LOCATION: YARMOUTH TOWN HALL HEARING ROOM

DATE: THURSDAY, APRIL 25, 2019

TIME: 6 PM

Questions may be submitted in advance by emailing [selectmen@yarmouth.ma.us](mailto:selectmen@yarmouth.ma.us). Please write 'Pre-Town Meeting Question' in the subject line of your email. The deadline to submit questions is April 17th.

# PUBLIC LISTENING SESSION

## MUNICIPAL VULNERABILITY PREPAREDNESS (MVP) PROGRAM

**APRIL 30, 2019 - 6:00 PM**  
**TOWN HALL HEARING ROOM**  
**1146 ROUTE 28, SOUTH YARMOUTH MA**  
HANDICAPPED ACCESSIBLE



The Town of Yarmouth recently conducted a Municipal Vulnerability Preparedness (MVP) Workshop focused on identifying and prioritizing actions to prepare and protect the Town from natural and climate-related hazards.

**The Listening Session is designed to engage the public in a discussion on the Workshop results, the Draft MVP Report and to invite other ideas. The Draft MVP Report and other information on the MVP process can be found on the Town Website at <https://www.yarmouth.ma.us/1752/Municipal-Vulnerability-Preparedness-MVP>**

Funding provided through a grant from the Massachusetts Executive Office of Energy & Environmental Affairs



## **Economic Development Coordinator Presentation**

- Response to Business Inquiries
  - Business Regulatory/Zoning Information
  - Short-Term Rental Tax Qs
- CEDC Administration
  - Agendas/minutes and overall meeting coordination
  - Tourism grant event coordination
  - PACE
- Water Resource Advisory Committee Administration
  - Publication of marketing/informational materials
  - Agendas and general meeting coordination
- Website edits
  - 'Doing Business' and 'Doing Business in Yarmouth' webpages
  - 'Local Excise Taxes' webpage explaining short term rentals
  - Water Resources Advisory Committee webpage maintenance
- Opportunity Zones
  - OZ marketing brochure published
  - Attended OZ conference in Brockton
  - Applied for OZ Academy
- Physical Improvement projects
  - Banners – Procurement and development of policy, application, and banner locations
  - Fencing – Project coordination and procurement
  - Others include town signage and CIB
- Event meeting coordination
  - Ragnar and Country Fest
- Economic Development Conferences
  - OZ, EDIP, CEDS
- Business and Permitting Guide
- Press Releases as needed (Zoning Portal, Beautification Team, Historic Exhibit, etc.)
- Planning Board research assistance as needed

On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.

## Town of Yarmouth

### MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE MEETING OF April 8, 2019

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Monday, April 8, 2019 at the Yarmouth Town Hall, Room A, located at 1146 Route 28, South Yarmouth, MA.

**Committee Members Present:** Peter Q. Smith (entered at 4:40pm), Ken Smith, Norm Weare, Jack McCormack, Stephen O'Neil, Ryan Castle, Mary Vilbon

**Staff:** Dan Knapik, Town Administrator; Karen Greene, Director of Community Development; Kyle Pedicini, Economic Development Coordinator; Desmond Keogh and Tom Nickinello, St. Patrick's Day Parade

The meeting was opened by Ken Smith at 4:35 pm

#### **1. Additional funding request – Fencing Project**

Town staff presented the committee with the results of the fencing project RFQ. It was explained that Reliable Fence Co. was selected as the lowest bidder on the project, with the total cost for the four fencing locations being \$17,949.00. The Committee previously approved funding for 3 of the 4 fencing locations but needed to approve an additional \$3,250 in funding for the Yarmouth Port Common fencing location. Committee members discussed the possibility of pursuing more fencing improvements in the future, and possibly hiring a fencing contractor on retainer. It was decided that the Committee would revisit the topic after this project is completed.

**Vote:** On a motion from Norm Weare, seconded by Mary Vilbon, the Committee voted 7-0 to approve \$3,250 for the funding of fence improvements at the Yarmouth Port Common location.

#### **2. Town fees discussion with Dan Knapik**

Chairman Peter Smith introduced the topic of town fees for special events to the committee. He explained that the Committee has received feedback from multiple event organizers that the town fees for their events are inconsistent and unpredictable. The Committee is looking for possible solutions that would mitigate these concerns of event organizers.

Dan Knapik, Town Administrator, explained that the town has been working to implement a better event planning process. Pre-event planning meetings are starting to take place so that applicants can meet with representatives from each town department to better

**On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.**

understand their permitting requirements. More of these meeting will be planned in the future and event organizers will be encouraged to participate in them. Mr. Knapik also explained that in his last town he worked in (Westfield, MA) the town did not charge any non-profit organizations fees for their events. While this idea may not be tenable in Yarmouth he did suggest an alternative solution to the fees issue. His suggested solution is to propose an article at Fall Town Meeting that would create a fee relief fund (from free cash) that could provide relief to non-profits who meet certain benefits to the community. He also indicated that town staff would look into how other towns handle fee waivers when it comes to town grants to non-profits.

Tom Nickinello and Desmond Keogh, Cape Cod St. Patrick's Day Parade Committee, explained their frustration with town fees as they are looking for more predictability in their planning process. They explained that 32.5% of their grant from the town this year will end up paying for town fees. They also explained they had no idea what their fees would be from the Police Department until they received their bills after the Parade took place. They stressed the need to receive bills/pricing in writing from the Police in the future so that they can better plan and respond to town fees. They also expressed their frustration with the rising costs of police details, explaining that their bill for this year is already up to \$8,500. They also explained that they recently had to pay for a full 8 hour police detail when the detail went only 5 minutes past 4 hours. It was suggested that for future events the Police Department enter into a Memorandum of Agreement with event organizers which would clearly state the estimates for town fees and how those fees were calculated.

The Committee agreed to revisit the topic of town fees in the future after town staff has an opportunity to research how other towns handle similar issues.

The Committee also discussed their goals and priorities with Dan Knapik and asked if he had any comments. He expressed his belief that Special Events like Ragnar, which bring additional people to town, were worthwhile expenditures. He also explained that as a community Yarmouth needs to ask, 'What kind of industries can we attract to town?'. Mr. Knapik suggested that Yarmouth should be investing resources into the information sector, as the availability of high-speed internets can attract many industries where employees can work from home (ex: telemedicine, shared workspaces). Open Cape fiber optics is one area the town can invest resources, as figuring out how to connect 'the last mile' of the fiber to businesses is a serious financial challenge. Mr. Knapik pointed to Chattanooga, TN as an example of a city that has undergone recent economic revitalization due to investment in the information sector. He explained that he would return to the Committee sometime after June to further discuss plans on this topic.

### **3. Committee Member Updates**

Jack McCormack updated the committee on recent Cape Cod Commission business, and

**On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.**

explained that the Town of Barnstable was recently granted a Chapter H application to raise the DRI thresholds for projects in Independence Park.

**4. Staff Updates**

Town staff gave updates on various physical improvement projects. It was explained that procurement for the fencing project was complete, and construction work should commence in the next couple of weeks. The next procurement projects town staff will pursue will be for roadway banner installation and for the installation of a new community information board. The committee was also presented with an inventory of town signage. It was explained that the town will be pursuing improvements to these signs over time as they deteriorate/need repair. The signs will be replaced in a more uniform style/format going forward to maintain a consistent town brand. Town staff also gave an update on recent informational handouts that have been published by the town in regards to wastewater information. The Committee urged the town to look into hiring a professional PR firm to market wastewater initiatives and also volunteered to get involved with the Water Resource Advisory Committee (WRAC) any way they can. Town staff indicated that they would look into how the CEDC could get involved with the WRAC.

**5. Minutes for Review**

The Committee reviewed draft minutes from their meeting on March 25, 2019.

**Vote:** On a motion from Stephen O’Neil, seconded by Ken Smith, the Committee approved the minutes for March 25, 2019 by a vote of 5-0-2.  
(Peter Smith and Ryan Castle abstained)

**6. Adjourn**

On a motion from Mary Vilbon, seconded by Ryan Castle, the Committee voted 7-0 to adjourn at 6:38 pm.

**7. Documents provided:**

- a. Agenda for the meeting
- b. Town Fees for Special Events 2016-2018
- c. Community Information Board Draft RFQ
- d. Banner Installation/Removal Draft RFQ
- e. CEDC Goals
- f. Draft Minutes from CEDC meeting on March 25, 2019

Respectfully Submitted,  
Kyle Pedicini, Community Development Office