

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from September 25<sup>th</sup>, 2017,  
3:00 pm  
Town Hall, Judge Welsh Room  
260 Commercial Street  
Provincetown, MA 02657**



**Members present:** Lesley Marchessault – Vice Chair, Bob Sanborn, Regina Cassidy, Jay Gurewitsch, Susan Avellar, Rick Murray – Chair – conference call.

**Members absent**– none.

**Meeting was called to order at 3:00 pm by Leslie Marchessault.**

**Staff:** Anthony Fuccillo, Radu Luca.

**Others:** Mike Miller – Ptownie.

**Agenda:**

1. Public Statements – Five minutes maximum per speaker. Board members are not obligated to respond to public statements.

None.

2. Proposed Draft FY2019-FY2023 Five-Year Plan for Expenditures from the Tourism Fund. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Staff)

Please see presentation by Staff below in the Tourism Director Report.

3. Tourism Director report
  - A. **Approval of media placements, brochures and trade shows-- Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows.**

➤ **Destinations**

# Destinations

## THE OFFICIAL TRAVEL PUBLICATION OF THE AMERICAN BUS ASSOCIATION

*Destinations* Magazine is your guide to North America's best group travel destinations, state-by-state itineraries, planning calendars, and essential marketing and strategic insight. Published bi-monthly, *Destinations* is available in print and online and reaches more than 7,500 ABA members and group tour decision-makers.

Highly visible exposure in ABA's premier travel publication available in both print and digital formats. Produced 6x annually, *Destinations* includes state and region-specific coverage and special industry guides in every issue.

ABA Media influences 16,500 Operators and Group Tour Decision Makers\*

- 91% of readers prefer to receive ABA publications in print and electronic formats - *Destinations* advertisers are automatically included in ABA's digital edition that is hosted on buses.org all year long.
- More than 75% of owner/operators view ABA as a high-value, trusted sources of information relevant to their business
- 65% of readers have taken action in the prior 12 months as a result of reading ABA communications.

\* ABA Communications Effectiveness Study 2016 - Readex Research

## Demographics\*

### ABA Membership Breakdown

|                                            |     |
|--------------------------------------------|-----|
| Tour and Motorcoach Operators and Planners | 32% |
| Travel Industry Representatives            | 64% |
| Products and Services                      | 4%  |

### Audiences ABA Operators Serve

|                             |     |
|-----------------------------|-----|
| Student Groups/Young Adults | 89% |
| 46- to 49-year-olds         | 89% |
| Mature Adults               | 89% |

### Motorcoach Operators with Buying Power

|                     |     |
|---------------------|-----|
| Own 0–10 Coaches    | 51% |
| Own 11–20 Coaches   | 25% |
| Own 21–30 Coaches   | 10% |
| Own 31–50 Coaches   | 7%  |
| Own 51–100+ Coaches | 7%  |

### Group Tour Operators - Who Are Decision-Makers

|                                    |     |
|------------------------------------|-----|
| Owner/CEO/President/Vice President | 52% |
| Sales/Charter and Tour Staff       | 28% |
| Operations and Security Staff      | 17% |
| Other Staff                        | 3%  |

\* ABA Member Profiles (reported 2016)

- Place a half page ad in the January/February issue of Destinations Magazine
- Magazine is given to all the American Bus Association Tour Operators at the ABA Market Place in January with over 5,000 tourism professionals present
- Listing in the Massachusetts section of the January/February issue

**Move to approve \$2,410 for Destinations Magazine.**

**Motion: BS**

**Second: RC**

**Discussion:** asked whether the current ads would be replaced with new ones. Yes. BS is glad to see Provincetown featured in the Sep/Oct issue of Destinations Magazine.

**Roll call vote: 5-0-1. Motion carries.**

**RM yea**

**SA yea**

**RC yea**

**LM yea**

BS yea  
JG nay

- **Ptownie.com:** First Light Provincetown proposal from Michael Miller



## First Light Provincetown Proposal from Ptownie

**NOTE:** Pricing for the following proposal is priced based on multiple objectives. □ One is to be a good partner to the town and businesses of Provincetown. The second is to show community partners what ptownie is capable of with this incredibly targeted audience. This proposal is both strategic and extremely efficient in reaching a group that would be interested in coming to Provincetown for the Holidays.

### Option 1

Custom content across ptownie's social media platforms (Facebook, Instagram, and Twitter) for First Light and Polar Bear Plunge:

4 Posts for First Light during the month of December 2017. □ 4 Posts for Polar Bear Plunge during the month of December 2017. □ Content based on discussion with organizer of event. □ Cross promote with each partner and other appropriate social media groups across Facebook, Instagram, and Twitter. □ Content can be video, image, or slideshow.

Banner on ptownie Event Calendar Page for 2 weeks of December

2017. In the Knows - Weekly opt in email newsletter (see metrics for reach)

One placement for First Light and one placement for Polar Bear Plunge.

Cost: \$1,000

## Option 2

To include all of Option 1 plus:

Additional content produced for the Bike Ride and Pilgrim Monument events promoted in the same manner outlined in Option 1.

Banner on ptownie Event Calendar Page for the full month of December 2017. ptownie Photo Booth will be at the Polar Bear Plunge event for 2 hours:

Custom branding and hash tag printed on photos and displayed digitally (see example) □ Booth can either be set up at the plunge (space needed for Airstream) or at the after party.

Unlimited prints and pictures for 2 hours. □ Three placements\* in the ptownie “Guide to Fall” (see example enclosed)

In the Knows - Weekly opt in newsletter (see metrics for reach) will feature 2 placements\* for 4 weeks specified by client leading up to the holidays.

Banner on ptownie.com homepage for the month of December.

Cost: \$2,000 □ \*Placements can be advertising banners, video, or slideshows across most platforms

## Ptownie Facebook Analytics: July 2017 - August 2017

Post Likes: 18,101. Weekly Average: 2011.2

Comments: 2,501. Weekly Average: 277.9

Follower Shares: 1633. Weekly Average: 181.4

People Reached: 421,647. Weekly Average: 46,849.7

Post Clicks: 89,370. Weekly Average: 9930

Video Views: 164,658. Weekly Average: 18,295.3

Unique Viewers: 134,915. Weekly Average: 14,990.6

Video Likes: 8,701. Weekly Average: 966.8

Post Engagements: 144,616. Weekly Average: 16,068.4

In the Knows average weekly Facebook post views: 3,350 □ In the Knows average weekly [ptownienews.com](http://ptownienews.com) post views: 127.25

\*9 Week-window was used to generate the above metrics.

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**Move to allocate \$2,000 for a Fall/Winter First Light Provincetown Ptownie marketing campaign**

**Motion: JG**

**Second: RC**

**Discussion:** JG asked whether this type of campaign has been done in the past and particularly on Towleroad. TF explained what was included in the Towleroad Provincetown marketing campaign last year. BS said the VSB gave money to the PBG to promote First Light and is wondering whether this proposal could fall under that tourism grant, especially the photo booth. TF added that in addition to organic postings on social media we are also taking out sponsored ads via Red Thread Communications. RC would like to thank Mike Miller and Ptownie for everything they are doing for the Town. LM asked MM whether Ptownie would work together with Red Thread on the content presented in the marketing campaign.

**Roll Call Vote: 3-2-1. Motion carries.**

**RM abs**

**SA nay**

**RC yea**

**LM yea**

**BS nay**

JG yea

**B. VSB Administration**

- **Five Year Plan:** Statistics for planning and budgeting purposes:
  - Local Options Rooms Tax Collected FY 2017 = \$2,142,869
  - Deposits to the Tourism Fund FY 2017 = \$750,004
  - Increase in tax collected FY 2017 = 2.9%
  - Three year average Deposit to Tourism Fund = \$723,995
  - Three year average increase in tax collected = 5.0%
  - Five Year Plan Budgeted FY 2018 = \$700,000

JG – asked whether we need to plan flat in the budget or if we can anticipate changes looking five years out. Yes, in government we plan flat. Also thinks we should budget more conservatively looking at the growth rate in room tax revenue.

The VSB agree with the Proposed Five-Year FY2019 – FY2023 Plan by Staff.

SA – asked since we give funds to the two organizations in town, why not let them (i.e. PBG

| ROOM OCCUPANCY TAX COLLECTED |                    |                  |                    |                  |                    |                    |                    |                    |                    |
|------------------------------|--------------------|------------------|--------------------|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| DEPOSITS                     | FY2009             | FY2010           | FY2011             | FY2012           | FY2013             | FY2014             | FY2015             | FY2016             | 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        | \$974,980          |
| Nov Dec Jan                  | \$41,718           | \$44,754         | \$193,168          | \$95,434         | \$73,062           | \$82,101           | \$80,944           | \$92,980           | \$122,425          |
| Feb Mar Apr                  | \$54,745           | \$50,144         | \$75,405           | \$96,199         | \$132,389          | \$96,341           | \$106,894          | \$111,392          | \$140,876          |
| <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>\$2,142,869</b> |
| % Δ LY                       | -2.13%             | -3.67%           | *54.04%            | 7.80%            | 6.20%              | 6.62%              | 6.93%              | 5.16%              | 2.90%              |

and Chamber) do the marketing for the Town. TF responded saying there are several co-operative tourism-marketing grants that the Town of Provincetown gives out via the Tourism Fund, including matching grants, which maximize our investment.

There was conversation around the table about turning all grants into matching grants moving forward into FY19 or FY20, but the VSB needs to better understand what the repercussions for that would be for small events. The VSB would like to revisit the Tourism Grant Agreements in March of CY 2018.

|                                    | FY 2011<br>*Actual | FY 2012<br>Actual  | FY 2013<br>Actual  | FY 2014<br>Actual  | FY 2015<br>Actual  | FY 2016<br>Actual  | FY 2017<br>Actual  | Fund %      |
|------------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-------------|
| Tourism Fund                       | \$587,186          | \$572,571          | \$607,942          | \$648,160          | \$693,129          | \$728,888          | \$750,004          | 35%         |
| Wastewater Enterprise              | \$231,604          | \$212,669          | \$225,807          | \$240,745          | \$257,448          | \$270,730          | \$278,573          | 13%         |
| General Fund                       | \$459,475          | \$441,698          | \$468,984          | \$500,009          | \$534,699          | \$562,285          | \$578,575          | 27%         |
| Special Purpose Stabilization Fund | \$239,333          | \$408,980          | \$434,244          | \$462,971          | \$495,092          | \$520,634          | \$535,717          | 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>\$2,142,869</b> | <b>100%</b> |
| *Tax rate change                   |                    |                    |                    |                    |                    |                    |                    |             |

| Fiscal Year | 3 Year Avg  | % Δ to LY |
|-------------|-------------|-----------|
| FY 2007     | \$950,166   | 0.50%     |
| FY 2008     | \$980,816   | 3.23%     |
| FY 2009     | \$1,000,538 | 2.01%     |
| FY 2010     | \$1,017,635 | 1.71%     |
| FY 2011     | \$1,175,169 | 15.48%    |
| FY 2012     | \$1,379,565 | 17.39%    |
| FY 2013     | \$1,630,164 | 18.17%    |
| FY 2014     | \$1,741,593 | 6.84%     |
| FY 2015     | \$1,856,410 | 6.59%     |
| FY 2016     | \$1,970,097 | 6.12%     |
| FY 2017     | \$2,068,558 | 5.00%     |

| FY2014      | FY2015      | FY2016      | 3 Year Total | 3 Year Avg  | Fund 3 Year Avg |
|-------------|-------------|-------------|--------------|-------------|-----------------|
| \$1,980,268 | \$2,082,537 | \$2,142,869 | \$6,205,674  | \$2,068,558 | \$723,995.30    |

| TAX BY QUARTER | 09/30      | 12/31       | 03/31      | 06/30      | Total       |    | tax rate |
|----------------|------------|-------------|------------|------------|-------------|----|----------|
| FY 2017        | \$904,588  | \$974,980   | \$122,425  | \$140,876  | \$2,142,869 |    | 6%       |
| FY 2016        | \$ 863,927 | \$1,014,238 | \$ 92,980  | \$ 111,392 | \$2,082,537 |    | 6%       |
| FY 2015        | \$849,508  | \$942,922   | \$80,944   | \$106,894  | \$1,980,268 |    | 6%       |
| FY 2014        | \$ 803,236 | \$ 870,207  | \$ 82,101  | \$ 96,341  | \$1,851,885 |    | 6%       |
| FY 2013        | \$ 751,022 | \$ 780,503  | \$ 73,062  | \$ 132,389 | \$1,736,976 |    | 6%       |
| FY 2012        | \$ 694,685 | \$ 749,600  | \$ 95,434  | \$ 96,199  | \$1,635,919 |    | 6%       |
| FY 2011        | \$ 560,266 | \$ 688,759  | \$ 193,168 | \$ 75,405  | \$1,517,598 | ** | 6%       |
| FY 2010        | \$ 402,379 | \$ 487,903  | \$ 44,754  | \$ 50,144  | \$ 985,180  |    | 4%       |
| FY 2009        | \$ 429,018 | \$ 497,247  | \$ 41,718  | \$ 54,745  | \$1,022,728 |    | 4%       |
| FY 2008        | \$ 449,645 | \$ 455,940  | \$ 91,411  | \$ 48,002  | \$1,044,998 |    | 4%       |

|                     | FY 2011          | FY 2012   | FY 2013   | FY 2014   | FY 2015   | FY 2016   | FY 2017   | FY 2018 Estimate |
|---------------------|------------------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|
| Toursim Fund Budget | \$450,000        | \$613,847 | \$600,000 | \$600,000 | \$615,000 | \$630,000 | \$665,000 | \$700,000        |
| Tax Deposits        | *Tax rate change | \$587,186 | \$572,571 | \$607,942 | \$648,160 | \$693,129 | \$727,314 | \$729,379        |



**First Draft of 2019 Budget for discussion:**

| CHART A                           | BUDGET  |         | DRAFT   |         | PROJECTIONS |         |         |        |         |         |         |         |
|-----------------------------------|---------|---------|---------|---------|-------------|---------|---------|--------|---------|---------|---------|---------|
|                                   | FY 2018 |         | FY 2019 |         | FY 2020     |         | FY 2021 |        | FY 2022 |         | FY 2023 |         |
|                                   | Amount  | %       | Amount  | %       | Amount      | %       | Amount  | %      | Amount  | %       | Amount  | %       |
| <b>TOTAL REVENUES</b>             | 700,000 |         | 725,000 |         | 725,000     |         | 725,000 |        | 725,000 |         | 725,000 |         |
| <b>TOTAL EXPENSES</b>             |         |         |         |         |             |         |         |        |         |         |         |         |
| <b>Tourism Budget</b>             |         |         |         |         |             |         |         |        |         |         |         |         |
| <b>Marketing</b>                  | 380,000 | 54.29%  | 400,000 | 55.17%  | 400,000     | 55.17%  | 380,000 | 52.41% | 400,000 | 55.17%  | 400,000 | 55.17%  |
| <b>Grants</b>                     | 125,000 | 17.86%  | 125,000 | 17.24%  | 125,000     | 17.24%  | 125,000 | 17.24% | 125,000 | 17.24%  | 125,000 | 17.24%  |
| <b>Municipal</b>                  | 50,000  | 7.14%   | 50,000  | 6.90%   | 50,000      | 6.90%   | 50,000  | 6.90%  | 50,000  | 6.90%   | 50,000  | 6.90%   |
| <b>Beautification</b>             | 10,000  | 1.43%   | 10,000  | 1.38%   | 10,000      | 1.38%   | 10,000  | 1.38%  | 10,000  | 1.38%   | 10,000  | 1.38%   |
| <b>Coordination &amp; Support</b> | 135,000 | 19.29%  | 140,000 | 19.31%  | 140,000     | 19.31%  | 140,000 | 19.31% | 140,000 | 19.31%  | 140,000 | 19.31%  |
| <b>Tourism Subtotal</b>           | 700,000 | 100.00% | 725,000 | 100.00% | 725,000     | 100.00% | 705,000 | 97.24% | 725,000 | 100.00% | 725,000 | 100.00% |

**Meals Tax Collected for information purposes:**

| MEALS TAX COLLECTED - DEPOSITED IN THE GENERAL FUND |                  |                |                  |                  |                  |                  |                  |
|-----------------------------------------------------|------------------|----------------|------------------|------------------|------------------|------------------|------------------|
| DEPOSITS                                            | FY2011           | FY2012         | FY2013           | FY2014           | FY2015           | FY2016           | FY2017           |
| May Jun Jul                                         | \$102,975        | \$207,231      | \$229,210        | \$224,910        | \$234,552        | \$250,428        | \$274,806        |
| Aug Sep Oct                                         | \$179,526        | \$197,940      | \$219,782        | \$232,972        | \$252,871        | \$260,733        | \$262,239        |
| Nov Dec Jan                                         | \$29,892         | \$32,550       | \$35,347         | \$31,350         | \$30,095         | \$37,410         | \$40,816         |
| Feb Mar Apr                                         | \$27,155         | \$30,700       | \$27,366         | \$36,805         | \$35,808         | \$34,242         | \$38,518         |
| <b>TOTAL</b>                                        | <b>\$339,548</b> | <b>468,421</b> | <b>\$511,705</b> | <b>\$526,037</b> | <b>\$553,326</b> | <b>\$582,813</b> | <b>\$616,379</b> |
| <b>% Δ LY</b>                                       | <b>* N/A</b>     | <b>37.95%</b>  | <b>9.24%</b>     | <b>2.80%</b>     | <b>5.19%</b>     | <b>5.33%</b>     | <b>5.76%</b>     |
| * Began collecting Meals Tax July 2011              |                  |                |                  |                  |                  |                  |                  |

➤ **2019 Tourism Grant Cycle:**

- Legal Notice posted to Town website Tuesday 5 September
- Legal Notice published in Provincetown Banner 9/14, 9/21 & 9/28
- Tourism Grant Applications due 4:00 PM Monday 4 December
- Grant Agreement revision

## C. Marketing & Advertising Insights



# **THE ROLE OF A MARKETING AGENCY IN MEDIA BUYING: IS THREE A CROWD?**

With an ever-increasing number of media outlets, it can become increasingly difficult to navigate the advertising waters. Television, radio, print, web, social media – how do you find the best within each of these categories? How do you incorporate a mix of mediums into a strategic marketing plan? Here is where a marketing agency can help.

## **A Marketing Agency is your Strategic Planning Partner**

An advertising agency acts as a client's advisor, advocate, and resource. While advertising agents originally represented the media and earned commissions for selling ad space, agencies



