

ATM 11 - Town Promotion Fund

minutes from 1/20/16 A&F meeting

Lee Hartmann, Director of Planning and Development, presented Article 11. In 1993 special legislation was passed which created the Town Promotion Fund (Chapter 4 of the Acts of 1993). 45% of Plymouth's Hotel/Motel Tax is placed into this fund through an annual Town Meeting article. Funds may be used for programs and projects that enhance the beautification, recreational resources, public safety, promotional and marketing activities, events, services and public improvements for the town. The Visitor Services Board oversees expenditures from the promotion fund. The other 55% of the Hotel/Motel Tax revenues goes into the General Fund. The receipts collected through the 6% Hotel/Motel Tax increased by 22% or \$267,646 this year (\$1,458,400 compared to \$1,190,754 last year). The total FY17 funding to be approved for the Town Promotions budget is \$656,280.

This year's budgeted costs include:

- Contract with Destination Plymouth \$290,000
- Water Street Visitors Center operation contract \$42,000
- Public Improvements \$65,628
- Salaries \$600
- Event funding and additional marketing \$213,052
- Distinguished Visitors \$5,000
- 2020 Celebrations \$40,000

Paul Cripps, Executive Director of Destination Plymouth, said that tourism is the largest economic driver to Plymouth and as we approach 2020 it is even more critical. Plymouth's tourism industry brings in \$350 million annually.

Questions:

- What is the status of the Boston to Plymouth Waterfront Shuttle? (S Joyce) The shuttle which was offered from various Boston hotels to Plymouth was not very successful, Destination Plymouth is considering other options.
- What is the duration of the contract with Destination Plymouth? (C Merrill) 3years, this is the first year of a 3 year contract. The contract does go out to bid.
- What do you attribute the 22% increase to? (P O'Brien) Excitement about 2020, Mirbeau opening, and successful events. We do not expect that growth each year.
- What is the formula for how much each \$1 of advertising brings in? (P O'Brien) Conservative estimates say that every \$1 in advertising brings in \$4, more commonly used is that every \$1 spent brings in \$6-\$7
- Do you measure the effectiveness of each campaign? (M McGraw) Not all campaigns are measureable and studies cost money. We are able to watch data collected at establishments including the Plantation where they track zip codes and country codes.
- How does advertising break down as far as social, tv, radio, print, etc.? (H Helm) We do have a detailed marketing plan that Destination Plymouth could share if the committee is interested.
- What is the number of times that one must hear a tell to generate a response? (K Canty) This is America's Hometown so students are exposed to Plymouth early in elementary school. What Destination Plymouth does is reinforce what they were taught as students, that Plymouth has a unique and powerful story, where America's story began.
- What percentage of tourists are international versus domestic? (P O'Brien) Educated guess is 20-24% are international.

Christopher Merrill made a motion to recommend Article 11 to Town Meeting. Patrick O'Brien, second. The motion passes unanimously (13-0-0).