

**Town of Provincetown
Visitor Services Board
Meeting Minutes from September 27, 2016, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**



Members present: Marian Peck - Chair, Hersh Schwartz – Vice Chair, Rick Murray, Lesley Marchessault,

Members absent: Bob Sanborn – excused, Alli Baldwin, Rob Costa

Meeting was called to order at 3:10 pm by Marian Peck.

Staff: Anthony Fuccillo, Radu Luca.

Others: Christine Walker – Provincetown Film Society, Tracy Pease - Lithexcel Printing, Gregg Almquist - Experient Design, Rik Ahlberg – Provincetown Bike Committee

Agenda:

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

None

2. Requests: Discussion dependent. Motions may be made. Votes may be taken.

None

3. Provincetown International Film Festival Update (Requested by Christine Walker)

Christine Walker from the Provincetown Film Society provided a Film Festival 2016 update. Wanted to thanks the VSB for their continuous support

of the Film Festival. PFS: Film Festival, Waters Edge Cinema, Gabrielle A. Hanna Provincetown Film Institute. Provided updated on new, ongoing and upcoming projects. Involved with Family Week for the first time this year – parents and children from all over the world. Pet Film Festival is growing. Community Involvement: Community screenings with PTV and Camp Lightbulb, fundraising for SKIP, Women’s Residency programs.

Christine Walked memo to VSB is attached below.

4. Five-Year Plan Fiscal Year 2018 – 2022. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Staff)

RM would like to increase our social media advertising, especially on Facebook and Instagram. LM would recommend doing more digital advertising with ArtNews and leave out the print component. There was discussion about reducing the co-op marketing grants, reducing certain campaigns that we’re currently running, having a smaller presence in certain publications.

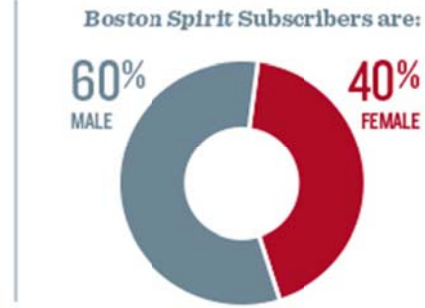
Move to allocate the \$20,000 from the current FY17 Five-Year Plan “New Publications” Section towards social media advertising.

Motion: RM Second: LM 4-0-0

5. 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.**

- **Boston Spirit Magazine:** Subscription only distribution to Reach Massachusetts’ affluent and loyal LGBTQA residents. The Subscribership majority are professionals in Entertainment, Finance, Healthcare, Real Estate, and Banking. They are 6% more likely to earn \$100,000 or more than the average American. Four times more likely to have household income exceeding \$250,000.



Place three 1/2 page ads in Boston Spirit Magazine:

1. November/December Holiday issue – Promote Holly Folly and New Year’s Eve
2. March/April Spring & Wedding issue – Promote events and weddings
3. May June Pride issue – Promote summer calendar

Move to approve \$5,400 for Boston Spirit Magazine.

Motion:

Second:

The board decided to postpone this item until the next meeting.

- **Cape Cod Travel Guide:** Annual Cape Cod Chamber Guide – Place a full page ad in front of magazine
 - Right placement next to Table of Contents
 - Nationally distributed magazine
 - Distributed to corporate locations in Toronto, Canada
 - Expanded distribution to 200 corporate location in New York City, Connecticut and greater Boston
 - Sold in retail outlets
 - CVS
 - Barnes & Nobel
 - BJ’s
 - Walmart

- Strategically expanded distribution to 280 hotels in Boston, Providence and the South Shore
- The first printing will be 60,000 units to drop in January 2017
- The magazine is available at visitor centers throughout Southeastern Massachusetts, Travel Trade Shows
- The magazine is mailed to potential visitors upon request through the website
- The full page rack rate is \$5,450
- Guaranteed premium placement without additional charge
- Early Bird full page rate is \$3,750

Move to approve \$3,750 for a full-page ad in Cape Cod Travel Guide.

Motion: LM Second: RM 4-0-0

Discussion: RM believes the ad we placed this publication in 2016 is absolutely great and asked whether the ad will be changed for 2017. Believes the ad is all encompassing and this publication offers a good bang for the buck.

- **International Gay & Lesbian Travel Association:** IGLTA Banner Ad on website
 - Average unique visitors monthly is 15,900
 - For eight months ending 31 August 2016

| Overall Campaign Stats | |
|---|---------|
| Impressions and Views | 551,952 |
| Clicks - Add up all website clicks | 292 |
| CTR = Clicks / (Impressions + Views) x 100% | 0.05% |

- We receive an average of 68,949 impressions and views monthly
- We get an average of 36.5 clicks through to PtownTourism.com website

Move to approve \$3,999 for the IGLTA online advertising campaign.

Motion: RM Second: HS 4-0-0

B. VSB Administration

- **Board of Selectmen:** Schedule joint meeting with the Board of Selectmen to discuss Five Year Plan prior to presenting in November
- **Giant Adirondack Chair:** The chair was supposed to ship on 21 September. There was an error on the engraving. We are waiting for an update.

- **Pilgrims First Landing Park:** The grant agreement with the Town of Provincetown for the Tourism Funds being granted to support the hiring of an Executive Director has been completed and signed.
- **Provincetown Business Guild:** An offer has been made to a candidate for the Executive Director position.

C. Marketing and Advertising Insights



Dear Partner,

By now, you probably know that the Millennial generation has arrived on the global travel scene in a big way. They're on the road for business and for leisure, and they're eager for new and unique experiences.

Even so, Millennials can be hard for accommodation providers to pin down. They're tech-savvy and confident about researching their options. As a whole, they're more likely to pay attention to social media for recommendations, and they're less likely to display brand loyalty. The travel industry wants to understand them—and **these findings** from Choice Hotels and The Center for Generational Kinetics can help.

Here are a few fascinating stats that showcase just what makes this generation so desirable for the hospitality industry:

- **33%** of Millennials would put off buying a home to take a dream vacation.
- **79%** of Millennials say they are more adventurous about eating and drinking when traveling than when at home.
- **12%** of Millennials have quit their job to take a vacation or go to an event such as a concert.

- **27%** of Millennials have stayed in a hotel to impress someone.

There are plenty of interesting takeaways here for hoteliers. As you shape your own marketing strategy, consider ways to appeal to this generation. A modern website and an authentic social media presence are obvious places to start. Then take a closer look at these survey results. Food-related specials are likely to be attractive. So, too, are freebies. It doesn't have to be complicated. Simply emphasizing your ultra-clean, comfy beds on your website, for example, is a great way to engage Millennials.

The BookingSuite Team



How Generations Are Distinguished

There are many ways to differentiate generations from one another. These generations have been divided into major groups, known as traditionals, baby boomers, generation X and millennials. Each generation has its own characteristics that impact the way society does business with the members of that generation. Generations can also be divided according to group's language, technological influences, workplace attitudes, general consciousness and way of life.

Millennial

A Millennial is the name given to the generation born between 1982 and 2004. The Millennial generation follows [Generation X](#) in order of demographic cohorts. This generation is often associated with technology and [social media](#). Also known as Generation Y.

BREAKING DOWN 'Millennial'

The names of generations are often linked to specific events that happen during that generation's formative years. For example, "Baby Boomers" were the generation following WWII, when soldiers returning from service started families and a huge number of babies were born in a short time. The Millennial generation is so named because this demographic cohort was born near the dawn of the new millennium. Millennials are not only more numerous than the Boomers; they are the biggest generation in American history.

The Millennial generation is the first born into the digital world, specifically the Internet and social media. Technology is incorporated into their everyday lives, and has been a major contributing factor to the growth of [Silicon Valley](#) as a technology hub.

Research has shown the Millennial generation in the United States to be the most ethnically and racially diverse generation in U.S. history. Politically, Millennials are more progressive in their voting habits and less religiously observant.

Generation X (Gen-X)

Generation X or Gen-X is the name given to the generation of Americans born between 1961 and 1980. Generation X follows the [Baby Boom](#) generation and precedes Generation Y (Gen-Y) or the [Millennial](#) generation.

BREAKING DOWN 'Generation X (Gen-X)'

The name Generation X comes from a novel by Douglas Coupland, "Generation X: Tales for an Accelerated Culture," published in 1991. Though grouping generations is more useful for marketing than for sociology, generational theory has gained broad acceptance in the U.S. The American generations covered in the theory are [the Greatest Generation](#) (born between 1901 and 1924), the Silent Generation (1925 to 1945), the Baby Boomers (1945 to 1960), Generation X and the Millennial Generation (1980 to 1995). (People born after 1995 are considered "post-millennial.")

Generation X has been defined like their parents, the Silent Generation, as an "in-between" generation. In terms of social and political power, Generation X is between the Baby Boomers of the Vietnam and Reagan eras and the Millennials of the Obama era. In terms of economic power, Generation X's earning power and savings were compromised first by the [DotCom](#) boom and [bust](#) and second by the [financial crisis](#) of 2008 and the [Great Recession](#). Some notable members of Generation X are Kurt Cobain, David Foster Wallace and Paul Ryan.

'What is a 'Baby Boomer'

Baby boomer is a term referring to a person who was born between 1946 and 1964. The baby boomer generation makes up a substantial portion of the North American population, representing nearly 20% of the American public. Baby boomers have a significant impact on the economy, and as a result, baby boomers are often the focus of [marketing campaigns and business plans](#).

Baby Boomers and the Economy

As of 2015, the [millennial](#) generation has slightly surpassed the baby boomer generation in overall population in the United States. However, many of the almost 75 million boomers have reached retirement age and are unprepared financially. Many plan to live almost exclusively on [Social Security](#) despite the ongoing [depletion](#) of the system. Many also plan to keep on working, at least part time, past the age of 65 to supplement their retirement incomes. Opinion is mixed as to whether this trend strengthens the economy by maintaining experienced workers in the workforce or weakens it by keeping younger workers from finding jobs.

Another concern is the impact of aging baby boomers on health care systems. Although boomers are living longer, they are not necessarily healthier, and many have inadequate health coverage. Obesity, diabetes, hypertension and high cholesterol are all on the rise in the boomer population. Cancer and heart disease are still the leading cause of death among boomers.

What is a 'Target Customer?'

A target customer is an individual or business that purchases the goods or services produced by a business. Attracting customers is the primary goal of most public-facing businesses, because it is the customer who creates demand for goods and services. [Businesses](#) often compete through advertisements or lowered prices to attract an ever-larger customer base. Marketing campaigns and business plans should include all generations from Baby Boomers to Millennials. Millennials are the future, however it is important to be cautious and not over target Millennials and overlook Gen X and Baby Boomers with the largest spending power.

6.

RM – thinks doing social media advertising is really wise and we should take advantage of.

RC – none

HS – none

MP – none

LM – none

AB – none

7. Approval of Minutes. Motions may be made. Votes may be taken.

Move to approve the meeting minutes from September 13th, 2016.

Motion: RM Second: HS 4-0-0

Move to adjourn.

Motion: LM Second: RM 4-0-0

The meeting was adjourned at 4:30pm.

Respectfully submitted,
Radu Luca



TO: VSB BOARD
FROM: CHRISTINE WALKER, CEO
DATE: SEPTEMBER 27, 2016
RE: PROVINCETOWN FILM SOCIETY UPDATE

Thank you for asking me to appear before you today. The VSB is one of the film festivals main supporters in town and we are grateful not only for your partnership but for your friendship. Next year will be my fourth year with the festival and I am proud of our joint efforts in attracting visitors that include filmmakers and lovers of film to this spectacular town. People are often surprised about the depth and breadth of what we do. So before I talk about the festival specifically, I wanted to provide you with an overview of our programs. As you may know, they encompass three separate initiatives—the Waters Edge Cinema, the film festival, and our institute programs—but the programs are so interconnected that it is difficult to talk about them as distinctive enterprises. Rather, what we do is best described by our various activities:

Those include:

- Year-Round Programming of new release films
 - Approximately 3 – 4 screenings per day, 5 – 7 days per week.

- Several different film series throughout the year
 - Upcoming Women's Week with 60 film screenings and 5 events (filmmaker meet and greets, a panel discussion, Keynote speaker and brunch on gender equality in the media.
 - Winter Film Arts Series from November to May
 - Local Cinema Lounge – Winter weekly series
 - Family Week in July – Quality kids programming with camp activities, 250 kids over the course of 5 days
 - Pet Film Festival – 3 days of pet film screenings
 - Documentary Film Series (guest filmmakers) – New series starting this year
- Special Filmmaker Screenings with filmmaker Q & A's
- Special Community Screenings, some examples...
 - Filmmaker Chat and screening of Paris Is Burning – PTV & Camp Lightbulb
 - Screening of Phantom of the Opera with Live Organ Music –UU Church
 - Love Thy Nature during Inspiration Weekend
 - Vanishing Sail – Schooner Regatta
 - Time Out of Mind screening, fundraiser for the Soup Kitchen
- Women's Residency Program
 - Goal is to promote the ongoing work of women filmmakers and to forge a long-term relationship with the community.
 - Filmmakers are invited to Ptown to work on their projects
 - Filmmakers present work to the community (Screenings, teaching workshops)
 - Filmmakers meet with other filmmakers and local artists
 - We provide opportunities for filmmakers to meet with the community (Lands End Inn cocktail party, Dinner at Roux)
 - Filmmakers Include:
 - Lucy Walker, academy award director interested in making a Film about Mary Oliver
 - Stacie Passon – Wrote her film in Provincetown, just finished shooting in Ireland
 - Michelle Boyaner – Filmed part of her new film at Seashore Point and ended up a making a promo video for one of the local business owners
 - Jennie Livingston – Participated in the festival, participated in a chat with Camp Lightbulb
 - C. Fitz – Showed a work in progress and gave us the world premiere of her film at the film fest
- At PFS, one of our primary objectives is to build awareness about diversity (or the lack of) in the media and assume an increasingly larger role in advocating for diversity in Hollywood.
 - Started Women Filmmakers Residency Program
 - Invited Keynote Speaker to address Gender Equality in Hollywood during Women's Week

- Program special screenings and organize panel discussions that promote LGBTQ rights
 - Tab Hunter
 - Larry Kramer
 - Barney Frank
 - Ann Maguire
- Promote racial diversity in Hollywood
 - Effie Brown invited as a keynote speaker to discuss racial diversity in Hollywood
- My outside work: Spoke at a Women Leadership Conference In Sun Valley. Plans are underway for a Women’s Media Summit in Provincetown and a filmmaker’s lab in November.
- Fundraisers, Member Drives
 - Holiday Auction
 - Film Institute Brunch
 - Women’s Residency Program Brunch
 - Boston Home Show

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|-------------------|
| THE FILM FESTIVAL |
|-------------------|

- Festival at a Glance
 - More than 220 screenings, parties, panel discussions, book signings, and other events over the course of five days
 - 128 Sponsors and advertisers
 - 97 films from 20 countries
 - 180filmmakers, industry guests including 55 press passes issued
 - 150 volunteers
 - Stellar List of VIP’s from Ang Lee, Cynthia Nixon, Matt Ross, James Schamus, Ileana Douglas, Writers of The Danish Girl, Still Alice, The Finest Hours
 - Secured major write ups about the festival in the Boston Globe and Variety, which is the top trade newspaper in the film industry
 - We continue to appear on every top regional film festival
 - We estimate 10,000 attendees. This year, we saw a dramatic increase in pass purchases and a decrease in individual ticket sales. More people wanted to see more films.
 - We pull this off with a bare-bones. All of this is done with only two full-time staff people at the film society—me and our Waters Edge Theater manager.
- Surveyed our audience-50/50 men and women
 - 80% of attendees surveyed ranked the Overall experience, Quality of films, overall communications, diverse selection of events from Very Good to Excellent
 - 82% ranked Interactions with staff and volunteers from Very Good to Excellent
 - Program Guide and Website ranks at the top of their preferred form of communication (helpful for advertisers and sponsors)

- 90% of our respondents said that they would consider patronizing companies or businesses that sponsor the festival
- Additional Comments
 - Tons of great comments about the opening night party. Ranked top event for many of our respondents
 - Did not like our closing night party
 - Complaints of sold-out screenings
 - Many complaints about Town Hall seating, although they appreciated the cushions
 - A few complaints about non-local staff
 - Some box office glitches
 - Many comments about earlier programming
 - Panel Discussions – A highlight was panel discussion at the Provincetown Theater featuring well-known authors and moderated by Mark Harris, a local writer.
- Financial Situation
 - It cost us about \$450,000 in cash plus \$540,00 in in-kind contributions to put on the festival last year. At the end of the festival, our net income was \$38,000 which goes towards operating the cinema.
 - Festival Ticket and pass sales made up for only 16% of that amount. It's about 28% at other festivals.
 - Cash sponsorships make up for another 16%
 - Grants, ad sales, merchandise, concessions, and film submission fees make up another 11%
 - In-kind contributions makes up for a whopping 57% of our income.
- The numbers are deeply concerning for a variety of reasons:
 - We have a heavy reliance on in-kind contributions. This year, in-kind revenues fell from \$569,000 last year to \$539,000 this year—mostly in the form of room nights. Without those rooms, we are unable to provide needed housing for VIP guests and other filmmakers that enhance the festival experience.
 - Vulnerable to changes in Equipment and technology. Any shift in costs could have devastating effects.
 - Our facilities are in sorely need to updating and repair. Town Hall, the Waters Edge Cinema. Unless we can keep up with updates, the viewing experience will be sorely compromised.
 - Lack of funds and ability to pay staff is an ongoing issue that compromises our ability to pull off a world-class festival
 - We face an increasingly competitive industry. Currently, there are 60 film festivals in New England alone and while Provincetown remains one of the top regional film festivals in the country, we will lose our competitive edge unless we can garner more support
- WHAT'S NEXT
 - Continue to find ways to raise more funds
 - Continue to build our community relationships

- Continue to build our audience – cross channel remarketing. Display, social, video and mobile ads.
- Improve our website and communications systems

My hope in providing you with the breadth and scope of what we do along with the many challenges we face is so that 1) you will recognize how meaningful your support is to us and 2) you will provide us with any ideas and feedback you may have on how we can better improve our outreach and serve the community.