

**Town of Provincetown
Visitor Services Board
Meeting Minutes from March 30th, 2017, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**



Members present: Marian Peck - Chair, Hersh Schwartz – Vice Chair, Lesley Marchessault, Regina Cassidy, Dan Vanwaus, Rick Murray – conference call, Bob Sanborn – conference call.

Members absent: none

Meeting was called to order at 3:00 pm by Marian Peck.

Staff: Anthony Fuccillo, Radu Luca.

Others: Andy Towle - Towleroad, Michelle Haynes – Cape Air / Bird's Eye View

Agenda:

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements
2. Provincetown 10K Race Grant FY2018. Requested by Marian Peck

Marian Peck and Hersh Schwartz read out loud the letter from Sean McCabe – Provincetown 10K Race Executive Director:

THE
PROVINCETOWN 10K
CHARITY ROADRACE

From: The Provincetown 10K 10 Law St. Unit B Provincetown, MA
02657 03/21/2017

Dear Visitor Services Bureau,

I, Sean McCabe, had been scheduled to speak directly to you on March 21 but due to illness the meeting has been canceled. I wanted to touch on a couple of points regarding the board's meeting in January 2017 for 2018 round funding recommendations.

First, thank you for seven years of support for the race. As a 100% charitable fundraising event, I am deeply honored that you have recognized our efforts to raise funds for PAAM, The Soup Kitchen, The Outer Cape Health Center, The ONE fund, The Provincetown AIDS Memorial, and Helping Our Women. It has been a joy to produce a complex event for such local non-profits.

When I found out that we were not recommended for funding in 2018 I was a bit surprised. I sent emails to the selectmen, left a couple of voicemails and inquiries to the VSB. With the help of Tony and Radu, I was finally pointed to the video archive of the Jan. meeting. As I watched I became more confused in the process of funding. Now I know you have many looking for funding, several of them new. I also am aware that the town looks to put "heads in beds" as much, as long, as possible. However, as the rounds of funding discussion went into round two it seemed that 'one day' events were singled out. I found that perplexing. Not every event in town is a week long event but it seemed that it was emphasized early on that it was to be a line in the sand for funding. Moreover, and more alarmingly, the race was then misrepresented by a member of the board. It was said aloud that the event was

attended by “65 people” which swayed the voting. That’s simply false. We are capped by Police Chief Golden, a great supporter of the race, at 300 per agreement for crowd management. I often sell a bit over that number due to the ratio of no-shows to the event. This maximizes fundraising and insures event success moving forward. It also comes across as a conflict of interest to misrepresent one event to favor funding that can be designated to others, especially when many of those for-profit events benefit certain businesses within town. I’m at a loss how someone, without true facts or figures, figures that all VSB board members should have in front of them since we all fill out an eight page application, can sway the dialogue to provide funding to their special interests all the while misrepresenting another, even while another sitting board member actually has experience with this event for their arts organization, but said nothing. There was no correction of bogus data. That in of itself seems borderline unethical. Beyond that I ask was charitable fundraising considered at all for funding? In my application, I also state that people stay the day before in town and eat at local establishments, since more than half the race is made up from out of state or non-local residents. Is that considered? What other event brings in 300 people, of all walks of life, not just by sexual orientation, to an o -season Sunday? All of these questions are still on my mind and if the board would be so kind to respond to them I’d deeply appreciate it.

I will also add this, regardless of the race moving forward beyond 2017 (which seems highly unlikely without this seed money) I bring up these issues not for my benefit but for those that would like to do a charitable fundraising event down the road. I came to Provincetown eight years ago and live there o and on, part time. I love the town. That love coupled with a passion of running inspired me to do this event with many donated hours by me and several other volunteers and residents in town and with considerable out of pocket expenses donated by me and my husband. Should someone come along and want to do a fundraising event like this in the future please ensure that special interests are discouraged,

facts and application data are recognized, and that the broader picture of local support, fundraising, and good will be a factor in your consideration for funding. For a town that wants to celebrate diversity, it seems that funding for large, for-profit party events are favored over little events that try to make a big impact for the community. You don't get to become a five-star rated road race by doing it all on your own. It takes a village. It's a shame to see the village give up support of it.

Thanks for your time and support in the past, Sean McCabe

Founder and Race Director The Provincetown 10K



MP asked what Provincetown 10K's attendance was – over 300 people attended the event as stated in the application. MP suggested to the VSB they address Sean McCabe's concerns in future grant cycles.

BS- supported this application in the first two rounds, but believes it ultimately fell victim in the final round to the number of tourism grants vs the amount of grant money available.

3. Towleroad advertising campaign proposal. Requested by Marian Peck
Move to approve \$15,000 for the Towleroad 2017 advertising campaign.
Motion: RM Second: BS
Discussion: RC asked what Ptown Hacks is. AT explained Ptown Hacks is a Towleroad publication done for the past 3 years, 5 by 5 booklet, distributed in different areas around town. The book has an online PDF the users can download. 5,000+ copies were distributed here in town last year. It is a great guide for the visitors guide coming into town, a guide to Provincetown, happenings, restaurants, and retail. BS has always been supportive of Towleroad and recognizes that Towleroad is very generous in its coverage. He believes Ptown Hacks is a small part of the overall proposal. Overall, he believes Towleroad is a core component of our social media strategy to transition away from print and to get the word out widely about Provincetown electronically, and thinks this is comparable to a gay Huffington Post. HS believes this has a big price tag and we should wait until we have a Communications Agency in Place. BS and RM think we shouldn't wait to make a decision on this until we have a new Agency in place and

think we should take immediate steps in promoting the season. LM asked about the timeframe for Ptown Hacks and whether the publication was pushed into Fall last year, but AT said Ptown Hacks extended its timeframe to cover the Fall season as well.

Roll Call Vote

RC nay

LM nay

RM withdrew his motion.

Move to indefinitely postpone the Towleroad proposal.

Motion: DV Second: HS

Roll Call Vote: 5-2-0 motion carries.

RS yea

LM yea

HS yea

MP yea

DV yeah

RM nay

BS nay

4. 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.**

➤ **Brochure Distribution:**

- 67% of travelers' pick-up printed brochures to plan what they will do on vacation after they arrive in a destination or region.
- Following are excerpts from a Bentley University study.

Brochure Distribution Research, Summer 2016

Visitor International Brochure Distribution Research for IAVIP

Summer 2016

A Summary of Key Findings

Professor Ian Cross, Director of the Center for Marketing Technology

Bentley University

Methodology

Bentley University, Center for Marketing Technology, created a survey in collaboration with Visitor International to understand the effectiveness of tourism brochures during June and July 2016. 17 locations were selected in the North America, Europe and South Africa and 1,732 visitors responded to the survey. Professional marketers interviewed participants in situ and their survey answers were collated and sent to the Center for Marketing Technology for independent data entry and analysis.

Top Ten Ways Brochures Positively Impact Visitors During a Trip

1. 2 out of 3 of visitors picked up a brochure during their trip (67%)
2. The travel plans of almost all of these visitors was influenced by a brochure in market at their destination (95%)
3. More than 4 out of 5 visitors planned to visit an attraction or business as a result of picking up a brochure (83%)
4. Nearly 4 out of 5 visitors would consider altering their plans because of a brochure (78%)
5. 2 out of 3 visitors planned to purchase tickets or merchandise for businesses they learned about from a brochure (65%)
6. 7 out of 10 visitors value information about current exhibits, events and attraction (68%)
7. 6 out of 10 visitors find brochures to be a tangible, easy to use hard copy of information (60%)
8. 6 out of 10 visitors believe brochures are trustworthy (59%)
9. More than half of visitors appreciate that brochures are convenient and always available (53%)
10. More than half of visitors value discounts and coupons in brochures (51%)

Sharing Information

More than 4 in 10 visitors value brochures because they are easy to share (44%) with friends and family on the trip. Printed brochures are more easily shared than electronic information on a device. There is something personal about sharing a mobile device with a friend to select places to visit and things to do – we can surmise through our own personal experiences that devices can be dropped, broken, reveal personal experiences from texts, etc. Travel brochures are designed with one purpose in mind – to share easy to read information about new places and things to do. Out of the visitors who picked up a brochure:

- Over 1 in 2 shared a brochure with 1-2 people (57%)**
- Over 1 in 3 shared a brochure with 3-4 people (35%)**
- Nearly 1 in 10 shared a brochure with 5+ people (8%)**

Therefore, the distribution reach of a printed brochure can be as much as 8 times greater than a single reader and in many cases at least 2-4 times greater.

Conclusion: Use of Brochures – the Visitor’s Customer Journey

Unequivocally, printed brochures increase awareness of local services and attractions (95%) and affect visitors' plans positively in favor of visiting more attractions that they might previously have been unaware of (83%). Local businesses should note that 4 in 5 (83%) visitors would consider changing their travel plans to visit an attraction or business they read about in a brochure and 2 out of 3 visitors (65%) plan to buy merchandise or tickets from vendors they have learned about from a brochure. Not only are brochures perceived to be convenient, up-to-date and informative but visitors trust (60%) the information contained in the brochure. It is clear that brochures clearly add value to visitors and merchants at their destination.

➤ **Massachusetts Tourist Information Center:**

- Brochure Distribution 365 Days A Year
- Open 24/7
- Route 3 at Exit 5 Plymouth MA
- \$300 for 12 months
- Breakdown to \$25 monthly

MA TOURIST INFORMATION CENTER

The Information Center is conveniently located on Route 3, exit 5, in the building with the McDonald's Restaurant.

At the Information Center travelers may pick up brochures about attractions, restaurants, shopping, lodging, and find out the latest schedules on special events.

Move to approve \$300 plus shipping for Massachusetts Tourist Information Center.

Motion: HS

Second: LM

Discussion: HS is fully in support of this initiative, a lot of visitors to the Cape pick up printed brochures.

Roll call vote: 6-0-0. Motion carries. RM had left the conference.

JC yea

LM yea

HS yea

DV yea

MP yea

BS yea

➤ **CTM Media Distribution:**



Brochure & Magazine Distribution:

Strategically located in high-traffic visitor locations including hotels, transportation centers and tourism attractions, CTM's network of over 14,000 brochure displays reach a revolving market of visitors at the most advantageous time!

Hand picked by tourists themselves, each brochure taken represents a potential customer(s). Effective and efficient, brochure advertising delivers qualified leads at a cost no other vertical can provide.

New research conducted by the Center for Marketing Technology at Bentley University confirms brochures are the #1 in-market influence on visitors' decision-making process. Bentley University Consumer Survey results:

Actions Visitors Take After Picking Up Brochures



LOCATION	MATERIAL	APR	MAY	JUN	JUL	AUG	SEP	OCT	TOTAL	COMMENTS
Boston Attractions & Info Centers	Rack Card			\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 1,250	61 Locations Metro and Suburbs
Meto Boston - Local Business	Calendar	\$ 300	\$ 300	\$ 300					\$ 900	80 Locations
New England Suburb - Local Business	Calendar	\$ 300	\$ 300	\$ 300					\$ 900	120 Locations
Total Investment									\$ 3,050	

Move to approve \$3,050 plus shipping for CTM Media Group.

Motion:

Second:

Discussion:

Roll call vote: 6-0-0. Motion carries. RM had left the conference.

JC yea

LM yea

HS yea

DV yea

MP yea

BS yea

➤ **Towleroad:** Three-Tier Proposal for \$15,000 includes:

- Towleroad and Asktel Media Group Media Buy - Digital Ads
 - Impressions = 3,300,000
 - Value = \$20,400
 - Net Price = \$5,000
- Sponsored Posts
 - Sponsored Editorial = 3 Articles written by Towelroad
 - Sponsored Facebook Posts = 3 Posts written by Towelroad
 - Value = \$12,000
 - Net Price = \$5,000
- Ptown Hacks Hacks distributed through the Fall in Provincetown
 - Full Page ads = 3
 - 8-16 page version distributed in Northeast at VIP LGBT events, and key distribution slots (gay centers, health centers, bars)
 - Value = \$7,500
 - Net Price = \$5,000

B. VSB Administration

➤ **Provincetown Cultural District:** Massachusetts Cultural District Initiative

- Massachusetts has 35 cultural districts
- The Town of Provincetown is submitting an application to become a cultural district
- The application has been completed

- A Community Hearing for the PCD is being held on Wednesday 22 March at 6pm
- The BoS & Provincetown Cultural Council have joint meeting for BoS approval to move forward with the application on Monday 27 March
- Submitting the application Friday 31 March
- Site visit and designation by MCC to be determined

➤ **Provincetown Tourism Partners Forum:**

- Holding and Breakfast Forum for town businesses
- Marketing Updates
- Guest Speakers
- J1 Social Security Updates
- Workforce concerns
- Where: Sage Inn
- When: 12 April
- Coffee: 9:30 AM
- Meeting: 10:00 to 11:30 AM

➤ **Provincetown Tourism Partners Public Safety Meeting:**

- Invited the Town and Police Department to provide an update on safety and security for the 2017 season
- Where: Provincetown Theater
- When: Wednesday 3 May
- Time: TBD

➤ **J1 Social Security Satellite Office:**

- Town of Provincetown supporting J1 Social Security processing with an office at the VMCC
- When: Minimum of two days a month in April, May and June
- This will expedite the S.S. process for J1 workers and allow them to start work sooner
- In the past the J1 students needed to travel as far as Sandwich or Boston to process their S.S. paperwork

➤ **Room Tax Revenue and Meals Tax Revenue Receipts for the 3rd quarter (Nov – Jan)**

- Room tax revenue receipts: \$122,425 is up 31.6% over same quarter last year
- Meals tax revenue receipts: \$40,816 up 9.1% over same quarter last year

➤ **Communications Agency RFP Update:**

- Interviews by the Evaluation Committee took place the week of 13 March

- The Chief Procurement Officer will take next steps to enter in to a contract with one of the proposers based on the Evaluation Committees recommendations from the Evaluation Criteria process

➤ **Town Meeting Warrant Articles:** To see if the VSB would like to vote on the following:

Special Town Meeting:

Article 5. National Marine Sanctuary Visitor Center in Provincetown

To see if the Town will vote to raise and appropriate or transfer from available funds the sum of \$25,000 to be expended under the direction of the Town Manager for costs associated with the conceptual design to determine the feasibility and location of a National Marine Sanctuary Visitor Center in Provincetown; or to take any other action relative thereto. [Requested by the Board of Selectmen and the Town Manager]

Move to recommend passage of STM 5 and any action related thereto at the 2017 Spring Annual Town Meeting.

Motion: LM Second: HS

Roll call vote: 6-1-0. Motion carries.

Discussion: none

RM nay

JC yea

LM yea

MP yea

HS yea

BS yea

DV yea

Annual Town Meeting:

Article 12. Commercial Street Security Improvements

(A non-binding resolution) To see if the Town would like the Town Manager to investigate and return to the next town meeting with a funding request for permanent safety installations throughout Commercial Street intersections that will protect the public from vehicular danger during peak pedestrian times. Such installations would be permanently installed in the street and would be able to raise and lower easily and temporarily by public safety officials or other designated persons to allow the system to be deployed at appropriate times and to be minimally noticeable when not in use, as well as to provide access to authorized vehicles such as residents of the temporarily closed areas, public conveyances, and others deemed appropriate by public safety officials; or to take any other action relative thereto. [Requested by the Board of Selectmen]

make clerical or editorial changes of form only to said bill, unless the Board of Selectmen approves amendments thereto prior to enactment by the General Court, and provided further that the Board of Selectmen is hereby authorized to approve amendments which shall be within the scope of the general public objectives of this petition.

AN ACT APPROVING THE APPLICATION BY
THE TOWN OF PROVINCETOWN
OF THE LOCAL OPTION ROOM OCCUPANCY EXCISE TO
SEASONAL RENTAL PROPERTIES IN THE TOWN OF
PROVINCETOWN

Section 1. Notwithstanding the provisions of any general or special law to the contrary, in addition to the authority to impose a local excise tax upon any transfer of occupancy of any room or rooms as may be set forth in and authorized by Chapter 64G Section 3A of the Massachusetts General Laws or other law, as the same may be amended from time to time, the Town of Provincetown shall, commencing on the first day of the fiscal year that begins after the effective date of this Act, be authorized to impose a local excise tax upon the transfer of occupancy of any room in a seasonal rental property or other transient accommodations located within said Town by any operator at the rate of up to but not exceeding 6% of the total amount of rent of each such occupancy.

Section 2. For the purposes of this chapter, all terms used herein shall, unless the context requires otherwise, have the same meanings as set forth in Chapter 64G Section 1 of the Massachusetts General Laws and as follows:

“Occupancy,” the use or possession, or the right to the use or possession, of any room or rooms in a bed and breakfast establishment, bed and breakfast home, hotel, lodging house, motel, seasonal rental property or other transient accommodation designed and normally used for sleeping and living purposes, or the right to the use or possession of the furnishings or the services and accommodations, including breakfast in a bed and breakfast establishment or bed and breakfast home, accompanying the use and possession of such room or rooms, for a period of 90 consecutive calendar days or less, regardless of whether such use and possession is as a lessee, tenant, guest or licensee.

“Seasonal rental property or other transient accommodations” shall mean any bed and breakfast home, as defined by Chapter 64G, Section 1 of the Massachusetts General Laws and any residential or commercial dwelling, dwelling unit or part thereof, unit of a condominium as defined by Chapter 183A of the Massachusetts General Laws or time-share as defined by Chapter 183B of the Massachusetts General Laws, used for the lodging of guests or invitees in exchange for rent.

Section 3. No excise shall be imposed upon for the transfer of occupancy of any room in a seasonal rental property or other transient accommodations if the total

C. Marketing and Advertising Insights

**How and why the Park
District of Oak Park, IL is
using Soofa Pro Data**

March 5, 2017

“In the first six months, we’ve already been able to spot differences in usage patterns in the four parks where a Soofa Core was installed. And we are starting to see how park visitation is impacted by rentals, holidays, weather, construction, as well as the number of attendees at a special event or number of people that take advantage of temporary offerings like outdoor ice rinks or art installations.”

Bobbi Nance | Senior Manager, Strategy and Innovation, Park District of Oak Park, IL

The Park District of Oak Park is one of Soofa's first smarter parks beta partners, joining our network of innovative park and recreation agencies nationwide in August 2016. The network includes agencies like [NYC Parks](#), Prince George's County, MD Parks and Recreation, Oklahoma City Parks and Recreation, and dozens of other forward thinking agencies. You can read more about the Park District's installation in [this Chicago Tribune article](#) and learn more about how they engaged their community with a fun QR code scavenger hunt called [SpotTheSoofa](#).

Project Start Date: August 2016

Location: Park District of Oak Park, IL

Scope: [Soofa Core Pro](#) in 4 Park District parks

Goals: Compare pedestrian use of parks to inform capital planning decisions, measure the success of event programming and marketing, and tell a fuller story of how the Park District's parks are used and just how valuable they are.





The Park District of Oak Park demonstrates innovative leadership by using Soofa data to improve its parks for its community

Bobbi Nance, Senior Manager of Strategy and Innovation at the Park District of Oak Park, IL has championed our smarter parks beta project from the beginning. Bobbi has been instrumental in analyzing Soofa data to maximize its benefit for the Park District. As the person responsible for managing innovation projects at the Park District of Oak Park, Bobbi has a tremendous number of opportunities to choose from to execute.

We asked her why she chose Soofa. She went on to explain that, "at any park and recreation agency, the most popular service utilized by the community is open space, including parks and playgrounds. Unfortunately park use is also one of the hardest things for park providers to measure. **The technology in Soofa products was appealing to us as a data-driven organization because it allowed us for the first time to have consistent data about how our parks are being used**, all while providing the added benefit of free solar-powered charging stations to our park visitors."

Data in raw form provides the Park District flexibility to study how park use is impacted by events, weather, and more

The Park District of Oak Park imports Soofa data in raw form into its agency-wide dashboard. By using Soofa data in its raw form, the Park District is able to analyze correlations including how temperature and events impact park use, and it is able to evaluate the success of different marketing strategies and tactics by knowing how many people come out based on a particular marketing initiative. In addition to exporting in a raw form (via csv or txt file) Soofa data can be visualized in standard reports.



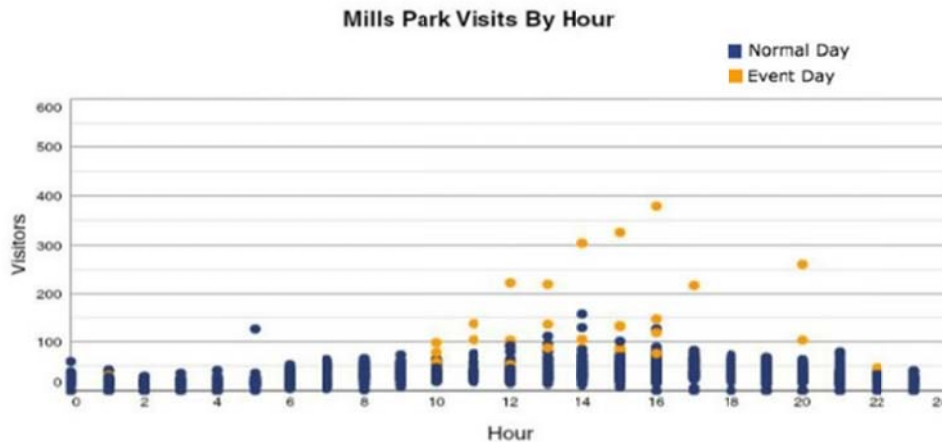
The spike shown on the graph above reflects an event that was hosted in the park. You can see with Soofa's hourly data on park attendance that the event started around 11am and ended around 2pm, as visualized by the dark line on the graph above. The two lines on the graph represent the pedestrian traffic on the current day of the week, in this case Saturday, and the average traffic you would expect to see on a typical Saturday. It is clear that the event attracted far more people, in fact over two times the number of people, that you would expect to see on a Saturday in the late morning to early afternoon. With this data the Park District is able to quantify the success of this particular event and others based on the attendance in a way that would not have been possible without Soofa's data.



This illustrates how park traffic was impacted on Super Bowl Sunday. You can see above that the dark line on the graph declines rapidly between 5pm-6pm relative to the average traffic the park tends to see on a Sunday, as indicated by the lighter tone line in the

background. This dramatic dip in park activity correlates with the start time of the Super Bowl.

The graph above is analyzing week day traffic in Mills Park, Monday - Friday. The graph is to be read in the following way: the y-axis indicates the number of visitors at Mills Park and the x-axis indicates the hour of the day. The blue dots indicate the number of people seen on a normal weekday from August 1, 2016 through December 31, 2016. The yellow dots indicate special events that happened on a particular day and time of day during the same time period. The Park District now knows how much additional traffic each event drew to Mills Park. With this graph the Park District is able to draw highly valuable conclusions as to what events attracted more people, allowing them to be able to look deeper into what made events successful so they can replicate them in the future.



Soofa data will continue to drive innovation and improve operations at the Park District of Oak Park

The wealth of data gathered by the sensors in the Soofa Core's is only beginning to be tapped into. The Park District of Oak Park intends to explore the following uses of Soofa's pedestrian activity data in the next six months:

- Use pedestrian traffic data to improve park operations.
- Inform capital improvement schedules based on knowing how often different parks are actually being used, to ultimately save money on excessive improvements.
- Become more efficient in offering and pricing permits for events.
- Sync up with nearby business improvement districts and share the data to be able to quantify how public programming impacts park use and neighborhood activity in general.
- Measure the impact of park improvement projects by knowing how many more people come out to the park after the improvements are complete.

Knowing pilot project goals and aligning stakeholders early accelerated the innovation process and drove successful outcomes



The original idea to bring Soofa to the Park District of Oak Park was initiated in March 2016 by Bobbi Nance to her team via the Park District's internal Wiki page where everyone shares innovative ideas. In just five months later Soofa Core's were being installed in four Park District parks. How did this happen so fast? Some recommendations from the Park District of Oak Park on how to innovative efficiently include:

- Figuring out early if you want to start with a pilot project or wide spread deployment and aligning all internal stakeholders accordingly.
- Insulate innovation projects from traditional processes and funding sources.
- Don't miss out on the value and the opportunity that comes from the innovation itself, like being able to co-develop a product that really meets your needs.

Need to measure traffic in your destination? Learn more about Soofa Pro and how it can help your organization today.

5. Board members statements.

HS – would like to welcome DV onboard and thank MP for being here today although she’s not feeling well.

MP – none

LM – none

RM- none

JC – would like to thank Staff for all the information the VSB is receiving in advance.

BS – 2 meetings from now will not be able to make it, but the meeting might be rescheduled.

DV – introduced himself to the VSB and the viewers.



6. Approval of Minutes. Motions may be



Marty Walsh
Mayor City of Boston

"Your cell phone doesn't just make phone calls, why should our benches just be seats?"

