

Five-Year Financial Plan for Tourism Fund Expenditures

VSB Recommendations to the Board of
Selectmen, *November 8, 2002*

Submitted by:

Visitor's Services Board

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State Legislation

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.

Town Meeting

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. Article was amended to make expenditures of any funds of the Visitor Services Board to be expended under the Board of Selectman.

Administrative Procedures

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

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 her 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.

Five-Year Plan for Tourism Fund Expenditures

VSB Recommendations

Executive Summary

In accordance with §3.4 of Administrative Directive 99-2 as amended, the Visitors Services Board hereby submits to the Board of Selectmen its recommendation for a five-year financial plan for Tourism Fund expenditures. As detailed below, the Town Manager projects that a total of \$2,611,115 will be available for Fiscal Years 2004 through 2008-- from \$430,170 in FY 2004 to \$474,827 by FY 2008. Reflected in that total is the so-called one-time surplus of \$350,000.

The first year of the five year plan includes the one time surplus of \$350,000 which is incorporated in this document. Thereafter, the FY 2004 Operating Budget request and the FY 2004-FY 2008 Capital Improvements Program—which the Town Manager submits to the Board of Selectmen on the third Monday in December 2002—can reflect the policy guidelines adopted by the Selectmen in November.

The Visitor Services Board considers the one time surplus of \$350,000 to be a significant opportunity to invest in on going tourism and beautification related projects. As such the VSB held two public hearings to receive input from all facets of the community. Much thought and consideration was given to all proposals and our recommendations are outlined in this document.

On November 13, 2001, the Board of Selectmen voted to approve the five-year plan submitted by the Visitor Services Board for Fiscal Years 2003 through 2007. The VSB has put much time and effort in the development of this five year plan. To assist in the on-going budgeting of the tourism fund, the VSB requests regular reports on actual expenditures of those funds. *The VSB's recommendations for Fiscal Years 2004 through 2008 propose the following amendments to that plan:*

Marketing –\$129,980 in FY 2004

For FY 2004, we propose an amount of \$129,980—an increase of \$10,951, or 9.0% from the \$119,029 appropriated for FY 2003.

Promotions –\$101,328 in FY 2004

The plan also proposes a promotions budget for FY 2004 of \$101,328-- an increase of \$4,825, or 5.0% from the \$96,503 appropriated for FY 2003.

Shuttle Subsidy –\$51,250 in FY 2004

The cost of the shuttle in FY 2003 was \$45,830. FY 2004's budget is proposed using FY 2003 original line item of \$50,000 with a 2-½ % increase. FY 2005 may see a greater assessment if the additional loop to service Race Point Race Road and Nelson Avenue actually occurs.

Other Municipal Projects –\$52,000 in FY 2004

The plan proposes a budget for other municipal projects—including fireworks (including mandatory police detail), third barrel pick-up, extended restroom hours—at 12.1% of annual room tax revenues. For FY 2004, this amounts to \$52,000.

Coordination/Support –\$80,254 in FY 2004

This plan enhances direct support to the Tourism Office at a cost of \$80,254 in FY 2004—18.7% of annual room tax revenues. This budget would cover not only the salary and benefits for the Tourism Director but also for a permanent part-time clerical employee—a union Grade 6 Administrative Assistant II. The Grant Administrator's position—which the 699 Tourism budget has defrayed in part previously-- can and will be fully funded by the state and federal grants that position brings in. This frees up money in the 699 budget to provide needed ongoing support and office coverage.

Beautification –\$10,506 in FY 2004

This plan continues the dollar amount for beautification in the VSB 5-year plan approved last year. As such, \$10,506 is proposed for FY 2004—2.4% of the total annual room tax revenues.

Percentages

The 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. Those percentage figures are shown below:

	Budget		Projections									
	FY 2003		FY 2004		FY 2005		FY 2006		FY 2007		FY 2008	
	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%
TOTAL REVENUES*	\$ 419,678	100.0%	\$ 450,773	100.0%	\$ 462,042	100.0%	\$ 473,593	100.0%	\$ 485,433	100.0%	\$ 497,569	100.0%
<i>% increase from prior year</i>	2.5%		2.5%		2.5%		2.5%		2.5%		2.5%	
TOTAL EXPENSES												
651 Beautification Budget	10,250	2.4%	10,506	2.3%	10,769	2.3%	11,038	2.3%	11,597	2.4%	11,314	2.3%
699 Tourism Budget												
Coordination - Support	\$ 75,804	18.1%	\$ 80,254	17.8%	\$ 82,260	17.8%	\$ 84,317	17.8%	\$ 86,425	17.8%	\$ 88,585	17.8%
Marketing	119,029	28.4%	129,980	28.8%	133,230	28.8%	136,561	28.8%	139,975	28.8%	143,474	28.8%
Promotions	96,503	23.0%	101,328	22.5%	103,861	22.5%	106,458	22.5%	109,119	22.5%	111,847	22.5%
Municipal (excl. Shuttle)	54,170	12.9%	52,000	11.5%	53,300	11.5%	54,633	11.5%	55,998	11.5%	57,398	11.5%
Shuttle	45,830	10.9%	50,250	11.1%	51,506	11.1%	52,794	11.1%	54,114	11.1%	55,467	11.1%
<i>699 Tourism Subtotal</i>	<u>391,336</u>	<u>93.2%</u>	<u>413,812</u>	<u>91.8%</u>	<u>424,157</u>	<u>91.8%</u>	<u>434,763</u>	<u>91.8%</u>	<u>445,631</u>	<u>91.8%</u>	<u>456,771</u>	<u>91.8%</u>
TOTAL EXPENSES	\$ 401,586	95.7%	\$ 775,318	94.1%	\$ 434,926	94.1%	\$ 445,801	94.1%	\$ 457,228	94.2%	\$ 468,085	94.1%
One-time Surplus			350,000									
SURPLUS/(DEFICIT)	\$ 18,092	4.3%	\$ (324,545)		\$ 27,116	5.9%	\$ 27,792	5.9%	\$ 28,205	5.8%	\$ 29,484	5.9%

TOURISM FUND BALANCE						
BEGINNING BALANCE	\$ 382,294	\$ 400,386	\$ 75,841	\$ 102,957	\$ 130,749	\$ 158,954
+ SURPLUS/(DEFICIT)	18,092	(324,545)	27,116	27,792	28,205	29,484
= ENDING BALANCE	\$ 400,386	\$ 75,841	\$ 102,957	\$ 130,749	\$ 158,954	\$ 188,438

Revenue Estimates

Chapter 178 of the Acts of 1996 provides that forty-five percent (45%) of Provincetown's local room tax proceeds are deposited in the Tourism Fund for purposes which "market, beautify, and enhance tourism" in Provincetown. At the end of each calendar quarter, the Town receives from the State the amount collected for the 4% room tax in Provincetown during the prior quarter¹. The four payments received in FY 2002 totaled \$909,871—an increase of 7.79% from FY 2001's total of \$844,148. Deposited in the Tourism Fund for FY 2002 was 45% of that year's total, or \$409,442. FY2003 has been revised based on receipts received to date and revisions made on the final payment of FY2002. Over five years, 2.5% increases produce these projections:

Year collected	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008
Total Room Tax proceeds	\$909,871	\$977,286	\$1,001,718	\$1,026,761	\$1,052,430	\$1,078,740	\$1,105,709
45% percent for Tourism Fund	\$409,442	\$439,779	\$450,773	\$462,042	\$473,593	\$485,433	\$497,569

¹ For example, the June 2002 payment was for local room tax revenues collected during the quarter ending March 31, 2002.

The detail of quarterly room tax payments over the past eight quarters is shown below:

<u>Local Room Tax Quarterly Payments</u>			<u>Distribution of Room Tax Receipts</u>		
	FY 2001	FY 2002		FY 2001	FY 2002
September	\$369,051	\$374,325	Tourism Fund %	45%	45%
December	381,507	401,179	Tourism Fund	\$379,867	\$409,442
March	76,553	62,386	Wastewater Enterprise %	19.13%	19.13%
June	17,037	71,981	Wastewater Enterprise	\$161,443	\$174,013
TOTAL	\$844,148	\$909,871	General Fund %	35.88%	35.88%
% increase		7.79%	General Fund	\$302,838	\$326,416

Comparison with FY 2003-FY 2007 Plan Revenues

How these projections compare with those contained in the Five-Year Plan approved by the Board of Selectmen on November 13, 2001 are shown below:

Projected Revenues	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007
November 2002 Revised Projection	\$439,779	\$450,773	\$462,042	\$473,593	\$485,433
VSB Five-Year Plan FY 2003-2007	<u>\$389,363</u>	<u>\$399,097</u>	<u>\$409,075</u>	<u>\$419,302</u>	<u>\$429,784</u>
Change	+\$50,416	+\$51,676	+\$52,970	+\$54,291	+\$55,649

Details of Spending Plan

Municipal, Coordination, Promotions, Marketing, Beautification

Introduction

The VSB recommendations incorporate recommendations from staff and build on prior year percentages. Income is projected at a 2 ½ % increase and the resulting percentages are carried forward in years 2 through 5 (i.e., FY 2005 through FY 2008).

Municipal Projects – 22.7%

Summer Shuttle Subsidy - \$50,250 plus 2.5% per year

"The Shuttle"-- the cooperative effort of the Towns of Provincetown and Truro, Cape Cod National Seashore, and the Cape Cod Regional Transit Authority-- began its third season on May 26, 2002. Last year's figures show it was the most successful summer shuttle on Cape Cod. The 2002 season's Shuttle included route expansions to the Pilgrim Monument, Maushope/Outer Cape Health in Provincetown, and the Highland Road area campgrounds in Truro. Planned expansion for the 2003 season includes a new loop to service Race Point Road and Nelson Avenue. The \$50,250 proposed for FY 2004 reflects 11.1% of total annual room tax revenues, and that percentage is maintained in future years of the plan. Upon the final ridership numbers, the VSB expects that actual shuttle costs to be lower than budgeted. Ridership is reported at over 115,000.

Other Municipal Projects - \$52,000 plus 2.5% per year

A total \$52,000 for municipal projects is recommended which enhance the visitor experience—and help the Department of Public Works provide additional service levels needed to cope with the peak season. As summarized in the table below, \$52,000 is proposed for additional barrel pickups, extended restroom hours, fireworks and parades, and seasonal beautification maintenance by DPW.

Municipal Project	Amount	Description
4th of July Fireworks	\$18,550	Fireworks \$10,750; barge \$7,000; DPW OT \$650; Police \$200
4th of July Parade, etc.	4,472	Estimated cost of marching bands, other parade expenses
Additional Barrel Pickups	9,069	32 hrs/wk for 17 wks (3 rd week in June to Columbus Day)
Extended Restroom Hours	5,688	More hours from Apr 15 to May 1; and from Oct 15 to Nov 1
Beautification Maintenance	14,221	Watering, grass cutting parks & public areas (2 F/T for 16 wks)
Total	\$52,000	

Coordination/Support – 17.8%

For FY 2004, Coordination and Support totals will be \$80,254, to increase the basic level of staffing and support. The staff and VSB now recommend a 20-hour per week, Grade 6 Administrative Assistant II, to cover the Tourism Office from 8 a.m. to 12 noon, five days a week, year-round. In the five-year plan, this new total amount would then increase annually 2.5%. This would include the actual cost of employee

wages and benefits, and proposes to increase the level of clerical support for the Tourism Director. The Assistant may also be available to cover the tourism office when the tourism Director is attending Trade and Travel Shows. The Grant Administrator's

<i>Description</i>	<i>FY2003</i>	
Tourism Director	\$ 44,976	Full-time
P/T Clerical	15,475	20 hrs week @ 14.88
Office Expense	2,000	
Telephone	1,600	Office
Health Benefits	15,423	Tourism Director/clerical
VSB Secretarial	990	22 mtgs @ \$45 ea
Total	\$ 80,254	

position— which the 699 Tourism budget has defrayed in part previously-- can and will be fully funded by the state and federal grants that position brings in. Assistant would report to the Tourism Director. If the position is shared with another department the benefits should be prorated to reflect time worked for each department.

Promotional Projects (Grants) – 22.5 %

For FY 2004, VSB recommends **\$101,328**-- an increase of \$4,825, or 5.0% from the \$96,503 appropriated for FY 2003. The VSB will revise this line item and Marketing as actual numbers come in from rooms tax revenues.

Events are funded either through Mini-Grants less than \$5,000 or Full Grants of \$5,000 and up. Recipients of Full Grants are accountable to the Visitor Services Board and submit quarterly financial reports. Appendix B contains the adopted grant policy guidelines and application procedures. The grants awarded thus far for FY

2003 are shown below.

The Visitor Services Board voted on March 27, 2002 that grants recipients must file a final report 90 days after their scheduled event. Failure to do so may result in the loss of grant funding. Starting in FY 2003, all Grant applications must be presented with 15 copies of the grant request to the Tourism Director's office

FY 2003 Promotional Grants	Awards
Holiday Season Kickoff	\$ 500
Commitment Ceremony	2,500
Monumental Yard Sale FY 2003	3,000
Fall Festival Food & Music	2,000
PAAM Annual Crafts Fair	1,000
By The Sea Bike Trek	1,500
Bridge Tournament	500
Cabaret Festival	6,000
PTC Spg Playwrights Fest	2,000
Ptown Holiday Musical	2,000
Provincetown Schooner Race	6,000
Provincetown Film Festival	17,000
Holiday Fest 2002	5,000
Swim For Life	2,000
Woman's Week 2002	2,000
Happy Birthday Provincetown	4,800
Outer Cape Chorale	750
Mate's Leather Weekend	2,000
Sunday @ 5 Series	3,000
Holly Folly	5,000
Single Men's Weekend	5,000
Fall Arts Festival	12,000
TOTALS	\$85,550

Marketing – 28.8%

VSB recommends a Marketing Budget of **\$129,980** for FY 2004. Future dollar increases of 2.5% per year are applied in the five-year plan. This represents 29.1% of the total annual Tourism Fund revenues

\$20,500 of this budget has been earmarked to be equally divided for co-op advertising with the Provincetown Business Guild and Provincetown Chamber of Commerce. The VSB is proposing the increase in co-op marketing to be reflective of the overall 2-½% increase in the budget. The VSB has voted that co-op advertising should increase each year based on the established percentage for each line item. Co-op marketing serves to leverage and extend the investment of the tourism promotion dollar.

At this time there is a significant effort, measured in tens of millions of dollars, being made by many other tourist locations to *attract our current and prospective visitors*. Capitalizing on Provincetown's UK success stories, the VSB proposes securing our base of visitors and expanding the geographic reach of our marketing message. This would incorporate increased efforts towards new and additional markets. No European travel was done after the events of 9/11/01. The Cape Cod Chamber of Commerce will be looking into European venues for FY 2004 and the Tourism Office will reserve funds for travel until those determinations have been made.

For FY 2003, \$119,029 was appropriated for marketing, including \$25,000 for the co-op ads. It is thought at this time that more monies will be spent on Travel and Trade Shows, than print advertising. First hand contact with the prospective visitors or their agents is seen as a strong marketing direction in times when the traveling public have more choices and seem to be traveling closer to home due to 9/11 and the current economic situation. Money has also been allocated to encourage more travel writers to visit Provincetown and produce first hand stories for national and international publications. **NOTE:** the Tourism Office, by working with the Cape Cod Chamber and Michael Patrick Communications, brought 24 travel writers to town and they produced over 40 travel stories encouraging overnight visits to Provincetown in FY 2002.

A sum of \$50,000 has been allocated for Print Advertising to promote Provincetown as a year round destination and to assist promotional events [Tourism Fund Grant Recipients] with their Marketing efforts.

Marketing dollars are being divided between target areas (**within a 500 mile drive area**) on the East Coast [Boston, New York City, Hartford, CT, Upstate New York and the lower regions of Michigan] and European markets such as [England, Ireland, and Germany] *are being reexamined after the 9/11 tragedy* and will be done in conjunction with the Cape Cod Chamber's recommendations; funds have been set aside [\$1,400] to host the successful *Annual Tour Guide Appreciation Day*; a cultural and history exchange program [the building of the *Mayflower III*], by ITV television in the UK may require hosting a delegation from the UK in October 2003. A strong campaign using in-room information guidebooks [Guest Informant] and their accompanying Quick Guide was put in place in 2001. Due to the successful responses from the campaign [*The Renaissance Continues*] it will continue into FY 2004. The Quick Guide reaches an audience of 12-million visitors to Boston. The ad campaign features pages promoting transportation connections to Provincetown from Boston, a Lodging Guide for Provincetown, and a list of current Festivals and Events.

Beautification – 2.3%

By its vote on September 6, 2000, the Visitor Services Board recommended that the annual allotment for the Beautification Committee be increased from \$3,900 to \$10,000, beginning in FY 2002. This budget is used for such projects as trees, landscaping, benches, and bike racks. For FY 2004 and beyond, the level of **\$10,506** is continued. Beautification efforts are also supported by the municipal projects budget request, described above. In FY 2003 the Beautification committee began work on the Bas Relief project. A rededication of the Bas Relief was held on the town's 275th Birthday June 14, 2002.

One-time Cash Flow Advantage - \$350,000

The Board of Selectmen's FY 2003 Goal 7.4 is "to develop, with input from the Visitor Services Board, a proposed plan expending the projected one-time Tourism Fund surplus of \$350,000, including consideration of public restrooms, bike path, the arts, etc." This is the one-time cash flow advantage, which results from spending Tourism Fund monies on a prospective, rather than retrospective, basis beginning this year.

The Visitor Services Board held two public hearings regarding the surplus. After hearing recommendations from staff, the public and members of the board, the VSB recommends the following projects, totaling \$351,000 be funded from the one-time surplus:

	<i>Funds Requested</i>	<i>Tourism Funds Recommended</i>
West End Public Bathrooms	\$188,250	\$0.00
Promotion/Preservation Town Art	50,000	40,000
Historic Walking Trail	75,000	67,500
Bicycle Path	66,625	100,000
Sign Shop	12,000	0
Reserve Fund	50,000	0
AIDS Remembrance	5,000	5,000
Conwell St Painted Sidewalk	500	1,000
Waterfront Park at MPL	60,000	70,000
Tree Nursery	5,000	5,000
Lopes Square	60,000	15,000
Bas Relief Beautification Completions	10,000	10,000
Bas Relief Re-pointing	10,000	0
Tourism Information	350,000	0
Provincetown Theater Co.	20,000	20,000
Art in Public Places	80,000	10,000
Firemen's Uniforms	15,000	7,500
TOTAL		\$351,000

Explanations are provided on the following pages

West End Public Bathrooms

The staff has proposed a plan to add restrooms at former Firehouse #2. While the VSB agrees with much of the concerns of the staff regarding the need for public restrooms, the board has many reservations and has voted not to support this request. The VSB believes that the town should better utilize existing public restrooms including adding hours to the facilities at Town Hall, the Comfort Station and the High School. We are concerned about the problems of getting staff to monitor the restrooms and wonder if staff would be available and also wonder if a new facility could be open as many hours as would be needed. The board is further concerned about how many different goals are trying to be established in this small facility. The proposal has plans for two restrooms, a chair lift, storage and a visitor center. We would like to see the town hold off on this project until the sewer system is in and perhaps our town's restaurants will be more welcoming to those visitors who may not be dining in the restaurant tonight but may need to use the facilities. We would also like to hear more from the staff about staffing levels and hours of operation.

Promotion and Preservation of Town Art

The VSB recommends that the town first preserve and promote the art that is owned by the town. Many members of the community recommended that the VSB and the town become more involved in the arts and its importance to the town. As part of the recent Fall Arts Festival (supported through a VSB grant) a town wide art show was greatly received by the community and it was found that many people do not realize the breadth of art that we own. The VSB would like to see the art made more available to the public and perhaps set up for traveling shows, which could produce revenue for the perpetual preservation and promotion of town art.

Historic Walking Trail

This is an idea proposed by staff, VSB members and the community. The Historic Walking Trail would give visitors and residents of Provincetown insight into the rich historic, maritime, literary, artistic, and cultural heritage of Provincetown. The tour would encompass historical sites from the east end to the west end.

Bicycle Path

The staff recommended a bike path that would travel along Alden Street to an existing dirt walking path to the edge of an abandoned road off Route 6 then traveling north alongside route 6 to Conwell Street. The VSB felt that this plan was flawed in many ways but feels strongly that a bike path should be built. Members of the public at the public hearing felt strongly that a bike route should be run from Conwell Street to Shankpainter Road. The VSB is proposing that the bike path start at Conwell Street as proposed by staff and run both west to Shankpainter Road and east to Howland Street. The VSB would like to see access to all public roads along the way

with signage indicating where the road would lead folks. (i.e. Winslow Street could indicate that it would take bicyclists to the Monument or Motta Field). The VSB is concerned about hazard and congestion at the intersection of Alden and Bradford Streets. This proposed bike route could be only the beginning of a route that should one day run to the Truro line. This bike path would be wonderful for the many people who currently walk and run along route 6 today. During the school year the path could be a safe alternative for the 35 plus children who reside in the Nelson Avenue/Seashore Park area. These children currently walk along route 6 or Conwell Street to get to the school both in the morning and then back home. In time the path could stretch to the new care campus and would be a wonderful alternative for those folks living at the care campus to avoid busy route 6 and Bradford Street. This bike path is important for residents and visitors.

Sign Shop

The VSB thinks that this suggestion is great but should be budgeted in the town's capital projects for next year.

AIDS Remembrance

We support the placement of a plaque at Waterfront Park to remember those we have lost to HIV and AIDS.

Conwell St Painted Sidewalk

This proposal provides a much-needed sidewalk on a very busy street.

Waterfront Park at the MPL

This project would reconstruct Provincetown Waterfront Memorial Park and make it a welcoming area to compliment our new pier with wonderful signage. The plan includes the construction of a brick walkway, benches, plantings and an irrigation system that could also be used at Lopes Square.

Tree Nursery

An open area near Motta Field that would be converted to a tree nursery. This would be accessible to the beautification committee and the schools for educational purposes. It would provide trees for public areas throughout our town.

Lopes Square

The VSB supports the beautification in its goals to spruce up Lopes Square. The plan would include bench replacements and new plantings as well as ground cover.

Bas Relief Completion

These funds would add lighting to the Bas Relief and complete the renovation project that has transformed the existing Bas Relief.

Bas Relief Re-pointing

This proposal is to re-point the actual Bas Relief Plaque.

Tourism Info Center

This plan calls for the purchasing of tourism information boards placed in high traffic areas providing visitors with needed information and directions to further information.

Firemen's Uniforms

This proposal is based on a matching grant with the Firemen's Association to purchase ceremonial uniforms for our volunteer fire department.

Provincetown Theater Company

This proposal is based an opportunity for the Provincetown Theater Company to receive a matching donation of \$20,000 if municipal funds are contributed to support the project .

Art in Public Places

The Provincetown Cultural Council [PCC] requested funds for public art and humanities projects in Provincetown to be administered by the PCC by an independent jury and with the Board of Selectmen's final approval of the project(s).

Appendices

A - Local Room Occupancy Tax Revenues

B - Grant Policy Guidelines and Evaluation Criteria

C - FY 2004 Marketing Plan