

**Town of Provincetown
Visitor Services Board
Meeting Minutes from February 16, 2016, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street**



Members present: Jim Bakker– Chair, Marian Peck - Vice Chair, Hersh Schwartz, Cathy Nagorski, Rob Costa, Bob Sanborn – conference call, Rick Murray – conference call.

Members absent:

Meeting was called to order at 3:00 pm by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca.

Others: Erin Atwood, Eddie Atwood, Robyn Bazlen-Weglarz - PBG

Agenda:

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

Jim Bakker read a letter received from Don Murphy and Susan Leonard from Provincetown Historic Celebrations and Provincetown Portuguese Festival thanking the VSB for their support and meeting with them on Feb 2nd.

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

3. Tourism Director's report

A. Approval of media placements, brochures, 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. Discussion dependent. Motions may be made. Votes may be taken.

- **Passport Magazine:** Last year we placed four ads plus one free in Passport Magazine – The ads included digital leaderboards on the website.

Provincetown was given an FREE ad in the March 2016 issue of Passport Magazine. The cost of the 2016 proposal is the same as we paid in 2015. The 2016 proposal includes the Wedding Issue, which we were not able to be included in last year.

PASSPORT MAGAZINE DEMOGRAPHICS*

- △ 89.8% male
- △ 10.2% female
- △ Median age: 41.2
- △ Median Individual Income: \$157,800
- △ 37% Earn more than \$200,000 per year
- △ Average spend per person per vacation: \$ 3,550
- △ 71% consider “exploring new destinations” a top motivator for choosing one place over another.
- △ 65.6% consider “destination’s reputation for being LGBT-welcoming” as a top motivator for choosing one place over another.
- △ 20.7% stayed 3 nights in a hotel on their most recent trip.
- △ 48.5% stayed 4 or more nights in a hotel on their most recent trip.
- △ 9.4% have children.

*Source: CMI Custom Reader Study June 2015

PASSPORT 2016 Partnership Renewal Proposal

Special Introductory Rates and Schedule: Print: 4X One-Third Page Schedule

May “Weddings and Honeymoons” Issue ... Normally \$4,175.00 net

Note: This will include the one-third page ad + 1/6 page of Branded Content to run in our special “Where To Wed Now!” section.

June “Gay Family Vacations” Issue ... Normally \$4,175.00 net

July/August “Culinary Travel” Issue ... Normally \$ 4,175.00 net

September "Fall Travel" Issue ... Normally \$ 4,175.00 net

Total actual Value: \$16,700 net

Special Package Price.

As a part of the partnership PASSPORT offers the following added-value support

Print bonus:

5th Ad Free. PASSPORT will bonus Provincetown Tourism with one additional ad at no additional cost. Issue date to be decided.

Value: \$4,175.00 net

Digital Advertising Bonus:

E-Newsletters: Sponsorships -- Discounted

PASSPORT has a registered database of 58,000+ e-newsletter subscribers. As a part of this campaign we will provide Provincetown Tourism with 4 Newsletter Sponsorship e mail blasts on dates to be decided at the time of contract.

Regular rate per E News Blast: \$ 3,385 net each

Total net Value: \$14,340.00 net

On Line Banner Advertising Bonus: Dated TBD

The PASSPORT Magazine Website entertains an average of 101,000 Unique Readers each month.

200,000 on Line Banner Impressions – Dated TBD.

Value: \$5,000.00 net

Total Value of this Campaign: \$ 40,215 net.

Total Investment: \$ 12,000.00 net

Note: to qualify for this partnership rate **Provincetown Tourism** must pay the full discounted package fee upon execution of this agreement.

Move to approve \$12,000 for Passport Magazine 2016 marketing campaign.

Motion: HS Second: RC

Discussion: MP asked how this campaign compared to last year's. CN asked whether there were any other options for us that are more cost-efficient. Erin Atwood is in support of this publication. BS believes the Passport readership is dwindling and is more inclined to support advertising in Towleroad, HotSpots or EDGE. RM agrees with BS.

Roll call vote: 2-5-0. Motion does not carry.

CN nay

HS yea

JB nay

MP nay

RC yea

BS nay

RM nay

- **ITB PINK PAVILION:** The world's leading travel trade show – 2016 will be the seventh year for the ITB PINK PAVILION – 9-13 March



SOME KEY FACTS AND FIGURES ABOUT ITB AND THE PINK PAVILION

ITB IS THE WORLD'S LEADING TRAVEL TRADE SHOW

- More than 10,000 exhibiting companies from more than 185 countries
- More than 115,000 professional visitors: 23,000 visitors for the Convention and 50.000 private visitors
- Up to 90% customer satisfaction
- In 2010, the "Gay and Lesbian Tourism" section was created within ITB, achieving each year a greater media exposure and catching the interest of companies and destinations from all over the world.
- The promoters of Ibiza Gay Pride sold over 4,000 hotel beds at the 2015 ITB Pink Pavilion.

Provincetown has two options to participate

- 1. ELLA Travel:** International Lesbian Travel Company offering booth share with an **ELLA** representative, logo and slide show of 25 images

"BE PRESENT IN ITB AND GET POSITIONED AS A L-FRIENDLY COMPANY OR DESTINATION IN A CONVENIENT AND AFFORDABLE WAY PRESENCE IN THE ELLA TRAVEL SHARED STAND

2,500 € + VAT Includes the insertion package in ITB Promotional Elements"

2. **Diversity Tourism GmbH:** A Lesbian & Gay Travel Company based in Munich Germany – Offering brochure distribution in the **ITB Official Lesbian & Gay Media Center**

Gay ITB Berlin 2016 Brochure Distribution by TomOnTour
PROMOTE YOUR DESTINATION IN AN AFFORDABLE WAY
300-500 brochure leaflets (one product only) plus your give-aways
399,00 € plus VAT



tomontour.com

Today the, 1 Euro = 1.13 US Dollar

ELLA Travel offered a 20% discount of 2000 €, cost in USD=\$2,260.00 + VAT

Diversity Tourism GmbH offer is 399 €, cost in USD=\$450.87 + VAT

Move to approve up to \$2,260 for the ELLA Travel booth.

Motion: CN Second: RC

Discussion: HS inquired why there is a limit on the number of items sent.

Roll call vote: 3-4-0. Motion does not carry.

CN yea

HS nay

JB nay

MP nay

RC yea

BS nay

RM yea

Erin Atwood said the PBG book would be produced by then, but there wouldn't get there in time for the expo in Berlin.

- **Gay Days Orlando: May 31 – June 6 2016**
 - **“America’s Largest Gay & Lesbian Vacation Experience”**
 - **“Attendance over 180,000 and growing”**
 - **“Visitors from all 50 states, Europe, South America, and dozens of other countries around the world”**
 - **“Popular consumer, travel and business Expo within the Host Hotel, with over 20,000 in attendance in 2015. Vendor space has sold out for the last fourteen years!”**



GAY DAYS ORLANDO 2016

EXPENSE DESCRIPTION	BUDGET
Booth 2 side by side 10x10 booths \$1,250 each	\$2,500
Full Page AD in Gay Days Magazine Rack Rate \$2,499	\$1,250

Pool Party Sponsorship \$5000 comp	\$0
Provide Dancers-SWAG- Beach Balls	
3 Models for booth @ \$100 each per day	\$0
Thursday 3 models	\$300
Friday 3 models	\$300
Saturday 4 models Dancers for Pool Party	\$400
UPS Shipping to EXPO	\$800
Handling Fee	\$190
UPS Return Shipping	\$200
Total Estimated Expense	\$5,940

Move to approve up to \$6,000 plus shipping & handling and travel for Gay Days Orlando 2016.

Motion: MP Second: HS

Discussion: RM said the One Magical Weekend is more of a circuit boys' show, but that doesn't mean we shouldn't be part of both Gay Days Orlando (a more affluent demographic) and the One Magical Weekend. Erin Atwood said Gay Days Expo last year was very successful, but One Magical wasn't as well attended as Gay Days. MP asked whether Staff could contact OMW and follow up on a revised sponsorship package.

Roll call vote: 7-0-0. Motion carries.

- CN yea
- HS yea
- JB yea
- MP yea
- RC yea
- BS yea
- RM yea

- **One Magical Weekend:** Proposal pending \$3,375.00
- **The Gay & Lesbian Review/*WORLDWIDE*:**

- *The Gay & Lesbian Review / Worldwide* is a bimonthly magazine targeting an educated readership of gay, lesbian, bisexual, and transgendered (GLBT) men and women. Under the tagline, "a bimonthly journal of history, culture, and politics," the *G&LR* publishes essays in a wide range of disciplines as well as reviews of books, movies, and plays.
- **Mission**
- To provide a forum for enlightened discussion of issues and ideas of importance to lesbians and gay men; to advance gay and lesbian culture by providing a quality vehicle for its best writers and thinkers; and to educate a broader public on gay and lesbian topics.

- **Origins**

- With the publication of the first issue in the winter of 1994, *The Harvard Gay & Lesbian Review* rushed into a huge vacuum in gay and lesbian literary culture — a void that stretched all the way from *The Atlantic* and *The New Republic* to *The New York Review of Books*. Nowhere in Gaydom was there a journal for the literate non-specialist, offering the best writing and thinking our culture had to offer, covering a wide range of topics, handsomely produced, and always a pleasure to read.
- This was the kind of publication *The G&LR* set out to become — all based on the hunch that there was a critical mass of curious, intelligent lesbians and gay men out there capable of supporting such a journal. The fact that we're now in our eighteenth year and still going strong attests to the existence of such a readership, one that wants to be challenged by the play of ideas and to explore our issues insightfully and in depth. Of course, to appeal to this community, this journal would have to be keenly edited and smartly produced.
- *The G&LR* has become the place where the big debates about gay and lesbian culture and politics are often played out. "It's our intellectual journal," remarked Larry Kramer in *The New York Times*.

- **The Magazine**

- The *G&LR* has a print run of 12,000 copies, of which about two-thirds are sent to individual subscribers, with most of the balance going to bookstores for retail sale.
- Each issue is organized around a theme, such as "The Science of Homosexuality," "Human Rights around the World," and "Virtual Communities," and includes about a half-dozen essays in a wide range of disciplines as well as reviews of books, movies, and plays. A few poems also appear in each issue, along with letters to the editor, an artist's profiles, and an international spectrum column. The goal is always to cover a topic from a range of perspectives by featuring a number of the leading contributors in the field.
- The importance of *The G&LR* as a national forum was recognized by *Library Journal* after our first year of publication, which dubbed us "the journal of record" for the discussion of gay and lesbian topics. *The New York Times* ran a major feature article on the magazine, highlighting its role as a major force in current gay and lesbian intellectual life.

- **The G&LR is a cost effective way to reach the gay and lesbian market – according to it readers' (survey attached), over 70% travel at least once per year.**
- **It is a national publication with over 22k readers (circulation of 11k with 5k subscribers in New England, New York and New Jersey.**
- **Six bimonthly issues per year**
- ***The G&LR* is the most attractive place for companies wanting to reach the high end of the gay market.**
- **Readers will act. 65% report that they respond to ads that they see in *The G&LR*.**
- **More cost-effective than ever. Rates have remained stable for the past several years.**
- **Loyal readership: 11,000 per issue, of which about 80% are subscribers; 25% are distributed to bookstores, including Barnes & Noble.**
- **Highly educated and affluent readership.**
(see Readers' Survey)
- **Long shelf life. Published bimonthly, so each issue stays current for two months.**

Proposal:

Six ads for the price of five ads, a full year commitment – Less 10% if paid in full at time of contract.

Includes a complimentary logo on www.glreview.org homepage

<i>GAY AND LESBIAN REVIEW WORLDWIDE</i>		
SPACE	RACK	EXTENDED
Full Page	1,235	6,175
Half Page	750	3,750
1/4 Page	450	2,250
Inside Cover	1,375	6,875
Back Cover	1,550	7,750

This publication will reach an affluent and intellectual audience interested in travel, art, culture, exercise, entertainment, fine dining, luxury accommodations, and the world of homosexuality.

Move to approve \$3,750 for Gay & Lesbian Review/Worldwide.

Motion: MP Second: HS

Discussion: MP asked whether there's a digital component to this publication. CN asked what kind of ads this proposal includes and whether there's interest in taking out an ad on the back cover or inside back cover. JB asked staff to follow up on possibly acquiring the back cover.

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

- CN yea
- HS yea
- JB yea
- MP yea
- RC yea
- BS yea
- RM nay

- **StandOut Productions:** Andrea Meyerson is working on a revised proposal for videos less than 60 seconds – Will share details with VSB if received prior to meeting. TF also mentioned he watched the ClamBake documentary and said it is really good and well done.

B. VSB Administration

- **NYC LGBT Expo** - Lynette Molnar is spearheading this project and the expo is a go and has recruited a few people to attend.
- **USRowing – Provincetown Coastal Regatta:**
 - Initiated with Provincetown Yacht Club
 - Provided Letter of Support to US Rowing
 - Officially on the US Domestic Regatta Calendar or Events
 - New Release 11 February 2016

Demographics of Rowing Market:
• Currently estimated at 350,000
• 15-20% annual growth (H.S. & Masters are the fastest growing segments)

Age Composition:	Education Attained:
• High School: 30%	• Doctorate: 20%
• College: 20%	• Graduate: 35%
• Club/Open: 15%	• Undergraduate: 40%
• Masters: 35%	• High School: 5%
Gender:	Average Household Income:
• Female: 45%	• Over \$100,000: 45%
• Male: 55%	• \$75k-\$100k: 15%
	• \$50k-\$75k: 15%
	• \$30k-\$50k: 15%
	• Under \$30k: 10%

Rowing = Dynamic Consumer Base			
UNITED STATES REGION	ANNUAL NUMBER OF EVENTS	AVERAGE PARTICIPANTS	*AVERAGE WITH ENTOURAGE
West	60	2,500	10,000
Midwest	58	2,500	10,000
Southeast	57	2,491	9,964
Mid Atlantic	146	2,500	10,000
Northeast	127	1,693	6,772
* On average 3 people accompany each participant			

4. Board Members' Statements: Comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

RM – asked whether the PBG guides would be ready by the time of the LGBT Expo in NYC.

BS - none

RC - none

MP - none

JB - none

HS – none

CN – none

5. Approval of minutes. Motions may be made. Votes may be taken.

Move to approve the minutes from 2.2.2016.

Motion: CN Second: HS

Roll call vote: 7-0-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM yea

Move to adjourn.

Motion: HS Second: CN

Roll call vote: 7-0-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM yea

Meeting was adjourned at 3:45 pm.

Respectfully submitted,
Radu Luca