



**CITY OF NEW BEDFORD**

**JONATHAN F. MITCHELL, MAYOR**

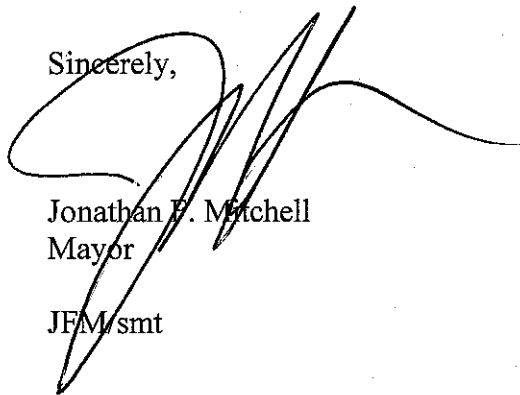
June 16, 2016

City Council President Linda Morad  
Honorable Members of the City Council  
133 William Street  
New Bedford, MA 02740

Dear Council President Morad and Honorable Members of the City Council:

I am submitting for your approval an ORDER that in accordance with Massachusetts General Law Chapter 44, Section 53E½, the revolving fund under the control of the Tourism Department known as the **TOURISM REVOLVING FUND** whose purpose is to collect sponsorship funds associated with city events, co-op advertising expenses, fees related to film permitting, donations for the partner banner program and brochure advertising fees, and whose revenues and amount limited to be spent estimated at **\$20,000.00**, is hereby authorized for **FISCAL YEAR 2017**.

Sincerely,



Jonathan F. Mitchell  
Mayor

JFM/smt



# CITY OF NEW BEDFORD

## CITY COUNCIL

June 23, 2016

### ORDER

**ORDERED**, that in accordance with Massachusetts General Law Chapter 44, Section 53E½, the revolving fund under the control of the Tourism Department known as the **TOURISM REVOLVING FUND** whose purpose is to collect sponsorship funds associated with city events, co-op advertising expenses, fees related to film permitting, donations for the partner banner program and brochure advertising fees, and whose revenues and amount limited to be spent estimated at **\$20,000.00**, is hereby authorized for **FISCAL YEAR 2017**.



CITY OF NEW BEDFORD  
JONATHAN F. MITCHELL, MAYOR

TOURISM DEPARTMENT

DIRECTOR OF TOURISM &  
MARKETING  
DAGNY ASHLEY

To: Ari Sky, CFO  
From: Dagny Ashley, Director of Tourism & Marketing  
Date: 6/6/16  
Re: REVOLVING FUND – TOURISM FUND 1210

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The purpose of the tourism revolving fund is to collect sponsorship funds associated with city events, co-op advertising expenses and fees relating to film permitting. New this year, the tourism office has initiated two new programs that will generate funds to be used for banner advertising and brochure rack advertising at the Waterfront Visitors Center.

New program: City partner banner program will defray costs of banner design, printing and installation downtown and along Route 18. The purpose of the partner banner program is to add life and color to the city's streetscape, while at the same time, promoting businesses, history & cultural offerings, entertainment and benefit to the city. Banners are good for business; it shows a unified welcoming design which promotes commerce, tourism and activity within the city. Banner advertising ranging from \$850 - \$2,500 will support the cost of design, printing and installation.

New program: Advertising and Brochure distribution at the Waterfront Visitors Center on Pier 3. New Bedford businesses are no cost, regional and statewide advertisers cost for a standard brochure slot annually is \$150 and a double brochure slot annually is \$250. The generation of funds for brochure advertising will support costs associated with operating the Waterfront Visitors Center seasonally including weekly cleaning fees, flags, banners and visitor services.

Specific sponsorship funds include summer sound series concert sponsorship that includes advertising ranging from \$250 - \$1,000. Other city events including but not limited to, New Year's Eve celebrations, 4<sup>th</sup> of July celebrations and any other city sponsored special events.

Co-op advertising will include collaborations with local partners to participate in advertising at a shared cost to effectively and efficiently promote New Bedford. Shared advertising will allow our marketing/advertising dollars to reach a larger targeted market both nationally and internationally. Co-op advertising rates can range from \$1,000 - \$5,000 per partner.

Film permitting fees associated with permitting for film production in the city are common and customary to offset the costs of administrative time, permit supplies and film website maintenance. Film permit fee will be \$35

Estimated revenues as of 6/30/16 are \$13,137.57 from co-op advertising, sponsors and film permitting fees.

The estimated amount to be expended in FY17 for co-op advertising, city sponsored events, sponsors, banner advertising, brochure distribution and permit fees are \$20,000.