



CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

June 1, 2017

City Council President Joseph P. Lopes, and
Honorable Members of the City Council
133 William Street
New Bedford, MA 02740

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

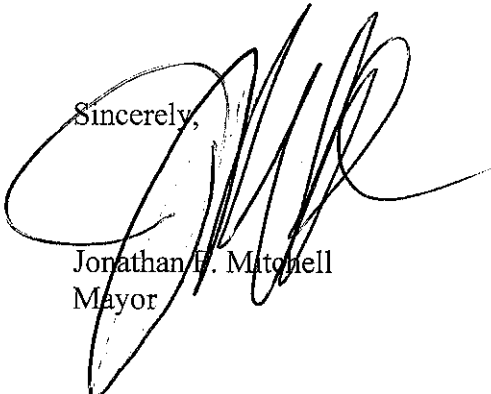
I am submitting for your approval an ORDER that the sum of **TWO THOUSAND TWO HUNDRED DOLLARS (\$2,200)** now standing to the credit of the account from **TOURISM/MARKETING SALARIES AND WAGES** be and the same is hereby transferred and appropriated to as follows:

TOURISM/MARKETING

CHARGES AND SERVICES \$2,200

To be certified and approved by the Department Head

Sincerely,



Jonathan F. Mitchell
Mayor

JFM/smt



CITY OF NEW BEDFORD

CITY COUNCIL

June 8, 2017

ORDERED: that the sum of **TWO THOUSAND TWO HUNDRED DOLLARS (\$2,200)** now standing to the credit of the account from **TOURISM/MARKETING SALARIES AND WAGES** be and the same is hereby transferred and appropriated to as follows:

TOURISM/MARKETING

CHARGES AND SERVICES \$2,200

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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: May 25, 2017
RE: Budget Transfer

Please see below justification to request a transfer of surplus in the temporary salaries account to the advertising account in the sum of \$2,200.

- The current temporary salaries account has a total of \$8,226. This account will have a surplus because we did not hire as many visitor service attendants due to assistance from the National Park Rangers and Volunteers during the summer months. The remaining amount of \$6,026 will be sufficient funds for temporary hires thru FY17.
- The Office of Tourism & Marketing is a member of the Destination Marketing Association International. DMAI has instituted an Event Impact Calculator that measures the economic value of an event and calculates its return on investment to local taxes. The model is developed by Tourism Economics and is credible, localized and comprehensive. The calculator is uniquely developed for each destination and measures the direct impact of events on businesses, employment, income and taxes. The Tourism office armed with this information will be better prepared for ongoing development, growth of events and industry stakeholders are empowered to make a strong case for continued destination marketing. The total cost yearly for the model is \$2,200, implementing the program now in advance of all the major events will empower our department to quantify the value and, by extension make the case for the ongoing development of the events sector in New Bedford.

Please let me know if you have any questions.

Thank you,

Dagny Ashley